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TRAVEL PRINTOUT

THE U.S. TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA

Research News for the U.S. Travel Industry

US Travel Data Center

September 1987 Volume 16, Number 9

Continued Growth Forecast for 1988 U.S. Travel

"Although Americans' real disposable income and personal consumption expenditures are expected to rise at rates slower than in 1987, the outlook for travel away from home in 1988 looks optimistic," said Suzanne D. Cook, director of the US Travel Data Center at the 1988 Travel Outlook Forum on October 27, 1987 in Reno.

Looking toward 1988, the Data Center sees the industry continuing to transform in response to the development of an oligopoly in the airline industry, new forms of travel lodging, and alternatives to the traditional means of selling business and leisure travel.

Because the travel markets will likely expand at the same rates as the population and the economy, travel service companies will have to use more innovative marketing to increase their market share.

The US Travel Data Center projects that hospitality chains, for example, will continue to redesign their properties for specific segments of the market such as budget, luxury, corporate meeting/convention and all-suite hotels which are rising in popularity.

Airlines will step-up courting the business traveler by offering executive/business class sections on aircraft, frequent flyer programs, and restricted airport lounges.

Also, according to Don Wynegar, director of the Office of Research, U.S. Travel and Tourism Administration, Department of Commerce, airlines will ferret out international travel markets.

Co-operation between industry producers will increase to create com- competitive strength and overlapping appeal through such product tie-ins as airline-rental car, airline-hotel, hotel-rental car, and cruiseline-airline packages.

States, cities, and private sector travel businesses will combine promotional efforts through regional organizations.

Assessing the current outlook for the remainder of 1987, the US Travel Data Center projects that Americans will log 1.1 billion person-trips, an increase of 4 percent to set a second record high year in 1987. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

(continued on page 3)

The National Tourism Week Coalition Publishes *The Clearinghouse Report*

The National Tourism Week (NTW) Coalition has just published The Clearinghouse Report, a comprehensive record of 1987 NTW activities in North America.

The report, which includes information on Canada and is based on an expanded and redesigned questionnaire, provides an important source of information about 1987 NTW events for the media and the travel industry.

After the first successful National Tourism Week in 1984, the President and Congress recognized the importance of travel and tourism by signing a Presidential Proclamation to observe National Tourism Week each year.

Copies of The Clearinghouse Report are available for $45 each, including postage and handling, from the NTW Coalition, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. For reduced bulk order prices, call Dee Minic at 202/293-1433. ##

Lodging and Fuel Prices Spur Travel Price Increase for July 1987

The US Travel Data Center reported today that rising lodging and motor fuel costs boosted the Travel Price Index (TPI) again in July: 1.3 percent from the previous month.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), increased 0.2 percent.

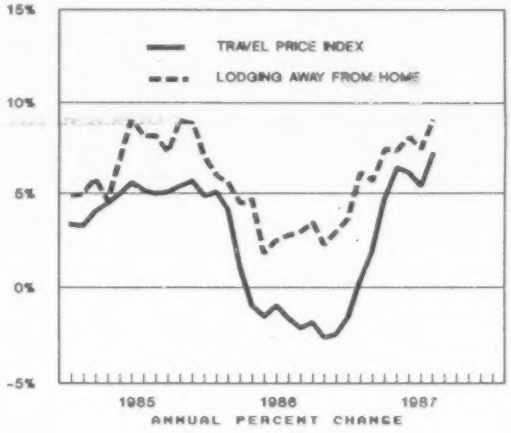
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 407.2 (1967=100) in July.

Lodging and motor fuel prices, which led travel price increases in every month in 1987 except May, rose 3.1 percent and 1.7 percent respectively in July. However, motor fuel prices showed signs of slowing.

Meanwhile, airline prices decreased 0.1 percent, the fourth consecutive monthly decline, and intracity public transportation dipped slightly for the first time in 1987.

Since July 1986, the TPI has risen 7.1 percent while the CPI has gained 3.9 percent.

Motor fuel prices have led all other components, rising 11.2 percent since July 1986. Lodging prices have shown the second largest increase, 9 percent. ##



Monthly and Annual Rates of Change in the Travel Price Index and Components
July 1987

TPI Component	Monthly Percent Change June 1987 to July 1987	Annual Percent Change July 1986 to July 1987
Transportation	1.0	7.8
Airline Fares	-0.1	3.4
Other Intercity Trans.	0.7	0.4
Intracity Public Trans.	*	2.2
Motor Fuel	1.7	11.2
Lodging	3.1	9.0
Food and Beverages Away From Home	0.3	3.9
Entertainment	1.4	2.6
TRAVEL PRICE INDEX	1.3	7.1
CONSUMER PRICE INDEX	0.2	3.9

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics
* Less than 0.05 percent decrease.

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TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $55 per year, U.S., Canada and Mexico; other foreign countries, $65 per year, payable in U.S. funds only.

Travel for June 1987 Posts 5 Percent Increase

Travel during June increased 5 percent over last year's levels, according to the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers in June 1987 took 119 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Business/convention travel rose significantly compared to June, 1986, and vacation travel rose nearly 3 percent over last year.

Weekend travel, continuing its strong growth in popularity, rose 23 percent for June 1987.

Nearly 8 percent more travelers than last year visited friends and relatives.

Auto/truck/RV travel continued to climb, reaching 92 million person-trips for the month of June.

The average trip duration, 5.3 nights, fell from 5.5 nights last June, while the average round-trip distance fell from 910 miles to 900 miles.##

Forecast for 1988 (continued)

Vacation trips will increase 2 percent over last year with travelers continuing to favor more weekend and "mini-vacation" trips.

Hotel and motel receipts are expected to rise 9 percent, the same as 1986.

Business travel should grow strongly in 1987, 6 percent.

Airline travel is projected to rise 12 percent.

The overall cost of traveling away from home will rise approximately 5 percent in 1987 after declining for the first time in the 18 years of the Travel Price Index.

Rising gasoline prices and above-average increases in lodging costs contributed to travel cost inflation in 1987.

For comparison, the Consumer Price Index is up about 3.5 percent.

A copy of the proceedings of the 1988 Travel Outlook Forum will be sent to US Travel Data Center and Travel and Tourism Research Association members. Copies are 50% off to forum attendees and are available to others for $90 (prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. ##

Visitor Volume at National Parks Region	JUN 1987 visits	Change from JUN 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	1,689,570	17	11
MIDDLE ATLANTIC	4,491,292	22	28
SOUTH ATLANTIC	12,086,606	4	-6
EAST SOUTH CENTRAL	2,311,515	-22	-21
EAST NORTH CENTRAL	759,142	27	6
WEST NORTH CENTRAL	1,536,234	-1	3
WEST SOUTH CENTRAL	1,259,959	-7	-4
MOUNTAIN	5,501,502	8	5
PACIFIC	5,312,287	-1	10
TOTAL	34,948,107	4	1

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Jun	$ 4,407 million	3.6	6.4	8.4
Eating and drinking places(2)	Jun	$12,796 million	0.4	6.6	9.0
Gasoline service stations(2)	Jun	$ 7,400 million	-0.5	2.9	-3.8
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jun	62.9 percent	2.6	-1.9	-2.2
Real demand for commercial lodging(4)	Jun	59.5 million	5.5	4.3	5.0
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jun	27.6 billion	0.5	7.1	12.1
International revenue passenger-miles	Jun	7.7 billion	17.8	31.3	22.1
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jun	44.6 billion	5.8	5.1	4.8
Rail passenger traffic(7)					
Amtrak passenger-miles	Jun	528.2 million	20.2	5.9	1.5
Travel Price Index(8)	Jun	401.8 million	0.9	5.4	4.2
U.S. resident travel(9)					
Total person-trips	May	105.7 million	47.6	5.6	4.9
Vacation person-trips	May	69.5 million	62.0	6.6	1.3
Total person-nights	May	486.2 million	57.9	7.9	0.2
Vacation person-nights	May	333.6 million	55.5	4.4	-7.8
Public use of national parks(10)					
Visits	Jun	34,948,107	19.0	4.0	1.0
Overnight stays	Jun	2,419,364	50.7	6.5	10.3
Foreign arrivals in U.S.(11)					
From overseas	May	843,365	6.0	18.1	19.3
From Canada	Jun	885,653	-11.2	2.7	12.4
From Mexico	May	60,744	-31.2	13.6	6.3
U.S. citizen departures(12)					
To overseas	May	1,320,692	2.5	14.8	12.2
To Canada	Jun	1,528,110	32.0	-11.8	-2.9
Domestic demand for motor gasoline(13)					
Barrels per day	Jun	7,320 thousand	-2.0	1.7	2.6

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Pre-liminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

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October 1987 Volume 16, Number 10

1988 Travel Outlook Forum Predicts Travel Growth Will Persevere

Travel demand continues to grow in 1987, and forecasts presented at the Travel Data Center's 1988 Travel Outlook Forum suggest travel should grow steadily in 1988.

Co-sponsored by the Travel and Tourism Research Association (TTRA), the thirteenth annual forum ended on an optimistic note for the industry, but speakers cautioned their predictions' accuracy depended upon maintaining the delicate balance in external forces: calm in the Middle East, a stable stock market, suppression of terrorist activity.

According to Jerry Jordan, chief economist, First Interstate Bancorp, the 1988 economy will turn in a respectable performance, with real GNP growing 3.3 percent, inflation growing 5 percent, and employment growing 2.7 percent.

Noted consumer expert, Sandra Shaber, foresees a shift toward slightly fewer discretionary purchases of travel, autos and household durables; consequently, travel product pricing will be very important in 1988.

Data Center Director Suzanne D. Cook commented, "U.S. resident travel thus far in 1987 is up 6 percent and the Data Center expects to record nearly 1.2 billion person-trips by the end of 1987. (A person-trip is measured each time any U.S. resident goes 100 miles or more away from home.)

The outlook for 1988 includes:

- Don Wynegar, director, Office of Research, U.S. Travel and Tourism Administration--Inbound foreign travel will rise 2 percent in 1988 and outbound travel will grow 8 percent;

- Richard Hebert, managing director, public affairs, American Automobile Association--Domestic auto travel will rise 2 percent to 3 percent over 1987, but, more important, gasoline prices, will rise slightly more than 5 percent in 1988.

- Mark Lommano, director of research, Laventhol and Horwath--The hotel sector will raise room rates 2.8 percent in 1988 and collect over 7 percent more in dollar sales than in 1987.

- Janet Lowder, manager of restaurant and foodservice advisory group, Laventhol and Horwath--Foodservice prices in 1988 will rise 4 percent if minimum wages increase. Dollar sales will increase 4 percent over 1987; however, profitability will stagnate.

- Darrell Luery, vice president, planning and development, Ramada Gaming Group --Casino gaming in Atlantic City should gain 7 percent next year, and improved Las Vegas casino revenues should amount to 5 percent to 6 percent over 1987.

- Richard Lyon, president, the Lyon Group--Theme parks and attractions may expect to host 2 percent to 4 percent more visitors, providing the weather co-operates next summer.

Cook further commented, "Although Americans' real disposable income and personal consumption expenditures are expected to rise at rates slower than in 1987, the outlook for travel away from home in 1988 looks optimistic."

The complete, edited proceedings of the 1988 Travel Outlook Forum will be released in January as the 1988 Outlook for Travel and Tourism. The report will be sent to Data Center and TTRA members and will be available to others for $90 (prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Forum attendees will receive a coupon worth 50 percent off the cover price. ##

August Travel Price Increase Prompted by Motor Fuel

The US Travel Data Center reported today that the rising cost of travel slowed in August.

Compiled by TIA's research affiliate, the US Travel Data Center, the Travel Price Index (TPI), rose 0.7 percent in August, a slowdown from the price escalations of 0.9 and 1.3 percent for June and July, respectively.

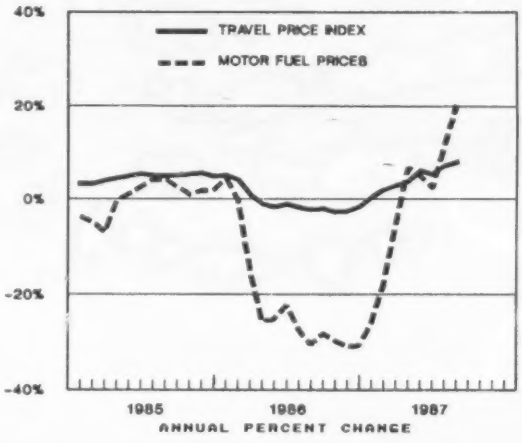
For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), increased 0.6 percent in August.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 410.1 (1967=100) in August.

Motor fuel prices led all travel price increases with the largest monthly increase since February, 2.7 percent. Airline fares followed with a 1.5 percent increase. August also marked the first time that airline fares have risen in five months.

Since August 1986, the TPI has risen 7.9 percent while the CPI has gained 4.3 percent.

Over the 12-month period, motor fuel prices have led all travel prices with a dramatic 20.4 percent increase, reflecting an average 2.8 percent increase in gas prices every month since December 1986. ##



Monthly and Annual Rates of Change in the Travel Price Index and Components
August 1987

TPI Component	Monthly Percent Change July 1987 to August 1987	Annual Percent Change August 1986 to August 1987
Transportation	2.1	13.7
Airline Fares	1.5	5.2
Other Intercity Trans.	0.5	0.4
Intracity Public Trans.	0.1	2.1
Motor Fuel	2.7	20.4
Lodging	0.3	7.3
Food and Beverages Away From Home	0.3	3.9
Entertainment	0.9	2.7
TRAVEL PRICE INDEX	0.7	7.9
CONSUMER PRICE INDEX	0.6	4.3

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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July Travel Rises 7 Percent

Travel during July jumped 7 percent over last year's levels, according to the latest National Travel Survey conducted by the US Travel Data Center.

Travel by Americans in July 1987 totaled 148 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that while pleasure trips increased 6 percent, business/convention trips grew a strong 19 percent over year-earlier figures.

Nearly 8 percent more Americans than last year traveled by air, but 11 percent more traveled by automobile, truck, or RV.

Vacation travel for July posted more than a 13 percent gain. Weekend travel,which had increased over the last few months, slipped 2 percent.

Travelers use of hotels and motels grew in popularity during July, while their use of friends and relatives' homes was less than last year.

The average domestic round-trip distance was 855 miles, down from 1,000 miles last July.

The average number of nights away from home was 6.1 nights, up from 6.0 nights a year ago. ##

Hotel Rates Continue to Rise Says the *1987 U.S. Lodging Industry Report*

Even though U.S. hotel occupancy fell in 1986, rates continued to rise--and would have risen still further if they weren't held down by stiff competition, reported Laventhol and Horwath in the 1987 U.S. Lodging Industry.

The 55th annual study of lodging trends, released in August, 1987, cited the median room rate as $56.29, up 4.3 percent from 1986. In 1985 the rate was $53.80.

Lodging operators were able to raise rates because tourism in the summer amd fall of 1986 was on the rise. The 72 page report, U.S. Lodging Industry 1987 is available for $65 from Laventhol & Horwath, the Publications Department, 1845 Walnut Street, Philadelphia, Pennsylvania, 19103. ##

Visitor Volume at National Parks

Region	JUL 1987 visits	Change from JUL 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	2,708,831	24	12
MIDDLE ATLANTIC	6,338,469	19	25
SOUTH ATLANTIC	13,595,352	-4	-8
EAST SOUTH CENTRAL	2,707,221	-14	-20
EAST NORTH CENTRAL	1,147,121	16	11
WEST NORTH CENTRAL	2,044,942	-2	0
WEST SOUTH CENTRAL	1,245,292	-8	-4
MOUNTAIN	6,914,289	4	5
PACIFIC	6,793,478	-3	7
TOTAL	43,494,995	1	0

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Jul	$ 4,264 million	-3.2	5.9	8.0
Eating and drinking places(2)	Jul	$12,779 million	-0.1	5.4	8.5
Gasoline service stations(2)	Jul	$ 7,645 million	2.5	9.5	-1.9
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jul	66.4 percent	5.6	-0.3	-1.9
Real demand for commercial lodging(4)	Jul	59.7 million	0.3	3.3	4.7
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jul	29.6 billion	7.3	7.2	11.3
International revenue passenger-miles	Jul	9.0 billion	16.9	33.0	24.2
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jul	47.5 billion	7.3	4.2	4.7
Rail passenger traffic(7)					
Amtrak passenger-miles	Jul	593.4 million	12.3	11.6	3.3
Travel Price Index(8)	Jul	410.1 million	2.1	7.8	4.7
U.S. resident travel(9)					
Total person-trips	Jun	119.0 million	12.6	5.2	5.0
Vacation person-trips	Jun	83.1 million	19.6	2.8	1.7
Total person-nights	Jun	630.7 million	29.7	1.4	0.5
Vacation person-nights	Jun	482.0 million	44.5	-2.2	-6.2
Public use of national parks(10)					
Visits	Jul	43,494,995	25.0	1.0	.0
Overnight stays	Jul	3,323,060	37.4	6.0	8.8
Foreign arrivals in U.S.(11)					
From overseas	Jun	995,479	13.3	13.5	18.0
From Canada	Jul	1,620,439	83.0	14.4	12.9
From Mexico	Jun	80,129	31.9	41.5	12.3
U.S. citizen departures(12)					
To overseas	Jun	2,361,641	78.7	71.3	24.4
To Canada	Jul	2,386,711	56.2	-8.5	-4.9
Domestic demand for motor gasoline(13)					
Barrels per day	Jul	7,575 thousand	0.6	1.9	2.5

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Pre-liminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

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US Travel Data Center

November 1987

Volume 16, Number 11

Industry Experts Write Papers on 1988 Outlook

Travel demand continues to grow in 1987 and shows no signs of abating in 1988, according to several travel industry experts who wrote papers for the US Travel Data Center's 1988 Travel Outlook Forum.

The thirteenth annual forum, co-sponsored by the Travel and Tourism Research Association (TTRA), for the first time presented papers covering the outlook for recreation, zoos and aquariums, cruise lines, national parks and tours, and other topics which could not otherwise be covered in the forum's limited one-day format.

Highlights include:

- Robert Wagner, executive director, American Association of Zoological Parks and Aquariums (AAZPA), Wheeling, West Virginia --Annually 110 million persons visit the association's 150 member institutions, which annually budget nearly $250 million dollars for new construction and refurbishing existing exhibits. The AAZPA expects to launch a public relations campaign from Washington, D.C., next year that will heighten public awareness of zoos and aquariums.

- Derrick Crandall, president, the American Recreation Coalition--recreation will continue to grow as part of the American lifestyle. Americans will have bought 6 percent more RV units by the end of 1987 than the year before, and 2 percent more in 1988.

- Kenneth Hornback, chief, statistical unit, and Priscilla Baker, tourism director, National Park Service--The National Park Service expects to host at least 3 percent more visitors in 1988 than in 1987;

- Anthony Tighe, program coordinator, National Endowment for the Arts--1988 will see expanded cooperation between the arts and tourism industries. Even more festivals and touring exhibitions have been booked in 1988 than this year. Look for Gauguin, Fragonard, and Degas exhibitions touring the country, and "Cleopatra's Egypt."

- David Lippincott, president, National Tour Association--Tour operators are planning many more special interest tours. In 1988 tour group sectors will redefine marketing strategy to favor the senior travel segment;

- James Godsman, president, Cruise Lines International Association--Cruise lines continue to expand and expect to have served over 3 million passengers by the end of 1987. This growth stems from segmentation marketing and the wide variety of cruise products available;

- John Prokopy, director of market planning and forecasting, Amtrak--Steady growth is the continuing projection for 1988. Amtrak expects a record year in both passenger revenue, up 5.4 percent, and passenger mile volume, up 1.7 percent.

All seven papers and the complete proceedings of the 1988 Travel Outlook Forum will appear in the 1988 Outlook for Travel and Tourism to be released in January. The report will be sent to Data Center and TTRA members and will be available to others for $90(prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. Forum attendees will receive a 50 percent discount. ##

Falling Lodging Prices Dampen Cost of Travel in September

According to the US Travel Data Center's Travel Price Index (TPI), the cost of travel in September fell 0.6 percent, the largest drop recorded since April 1986, when the index also dropped 0.6 percent.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), increased 0.5 percent in September.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, fell to 407.5 (1967=100) in September.

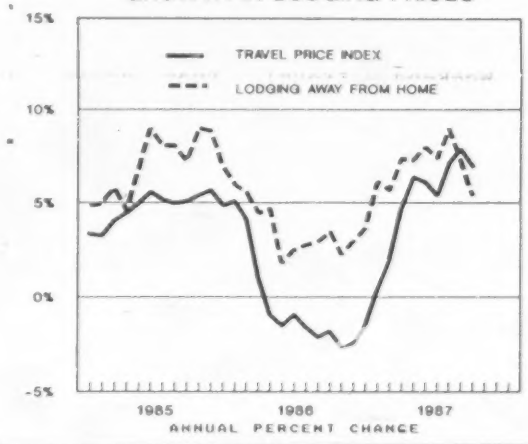
Falling lodging prices led the drop in the TPI with the largest monthly decline since last December, 2.7 percent. Further, motor fuel prices, registering their first decrease in ten months, fell 0.3 percent.

Since September 1986, the TPI has risen 7.0 percent while the CPI has gained 4.3 percent.

Motor fuel prices, the primary force behind the jump in travel prices, have led the rise in the cost of travel with a 17.4 percent increase since September 1986.

Airline fares have shown the second fastest rate of growth, 5.7 percent, followed by lodging prices with a 5.4 percent rise. ##

ANNUAL TPI INCREASES EXCEED GROWTH IN LODGING PRICES



Monthly and Annual Rates of Change in the Travel Price Index and Components
September 1987

TPI Component	Monthly Percent Change August 1987 to September 1987	Annual Percent Change September 1986 to September 1987
Transportation	0.1	12.3
Airline Fares	0.6	5.7
Other Intercity Trans.	0.6	1.7
Intracity Public Trans.	0.2	2.2
Motor Fuel	-0.3	17.4
Lodging	-2.7	5.4
Food and Beverages Away From Home	0.4	3.9
Entertainment	1.1	2.9
TRAVEL PRICE INDEX	-0.6	7.0
CONSUMER PRICE INDEX	0.5	4.3

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America. Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $55. per year, U.S., Canada and Mexico; other foreign countries, $65. per year, payable in U.S. funds only.

The US Travel Data Center is an affiliate of the Travel Industry Association of America

August Travel Posts Strong Gains

Travel during August increased 8 percent over last year's levels, according to results of the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers in August 1987 took 152 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Business travel rose significantly over August 1986, but vacation travel dropped nearly 3 percent.

Weekend travel rose again in August, nearly 4 percent. Pleasure travel figures showed a negligible drop of less than one percent from August 1986.

Nearly 18 percent more travelers stayed in the homes of friends or relatives than last August, while those staying in hotels/motels fell moderately.

Auto/truck/RV travel increased 5 percent, and air travel rose 8 percent.

The average trip duration, 5.3 nights, fell from 5.5 nights a year earlier, while the average domestic round-trip distance dropped to 910 miles from 940 miles in August 1986. ##

Travel Printout Will Unveil New Image in January

In January 1988, Travel Printout will have a new image to match the Data Center's new address and logo.

The newsletter will, however, continue to report on the center's latest travel research, the monthly Travel Price Index, Visitor Volume at National Parks, Current Travel Indicators, and news of other travel industry research.

Traditionally, Travel Printout contained articles written exclusively by Data Center staff; however, the new monthly will also periodically contain articles by industry experts.

Travel Printout is sent to US Travel Data Center and Travel Industry Association of America members and is available to others for $55 (prepaid), U.S., Canada and Mexico; other foreign countries, $65. Prices may change in 1988. ##

Visitor Volume at National Parks

Region	AUG 1987 visits	Change from AUG 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	2,520,317	-7	13
MIDDLE ATLANTIC	5,984,943	27	26
SOUTH ATLANTIC	12,431,065	3	-6
EAST SOUTH CENTRAL	2,522,535	-10	-18
EAST NORTH CENTRAL	1,086,335	15	12
WEST NORTH CENTRAL	1,990,664	-2	0
WEST SOUTH CENTRAL	1,029,034	-9	-5
MOUNTAIN	6,754,848	6	5
PACIFIC	7,470,852	-2	5
TOTAL	41,790,593	4	1

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Aug	$ 4,410 million	3.4	5.8	7.7
Eating and drinking places(2)	Aug	$12,787 million	1.0	4.4	7.8
Gasoline service stations(2)	Aug	$ 7,812 million	2.3	14.3	-.1
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Aug	65.4 percent	-1.5	-1.0	-1.8
Real demand for commercial lodging(4)	Aug	61.7 million	3.3	3.3	4.5
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Aug	30.6 billion	3.6	3.2	10.1
International revenue passenger-miles	Aug	9.6 billion	6.8	27.0	24.7
Highway traffic volume(6)					
Rural arterial vehicle-miles	Aug	48.6 billion	2.2	4.0	4.6
Rail passenger traffic(7)					
Amtrak passenger-miles	Aug	588.6 million	-.8	8.4	4.1
Travel Price Index(8)	Aug	410.1	.7	7.9	5.0
U.S. resident travel(9)					
Total person-trips	Jul	148.0 million	24.4	7.4	5.6
Vacation person-trips	Jul	107.8 million	29.7	13.4	4.5
Total person-nights	Jul	902.8 million	43.1	9.2	2.8
Vacation person-nights	Jul	679.1 million	40.9	7.7	-2.5
Public use of national parks(10)					
Visits	Aug	41,790,593	-3.9	4.0	1.0
Overnight stays	Aug	3,424,793	3.1	2.7	7.2
Foreign arrivals in U.S.(11)					
From overseas	Jul	1,282,631	34.2	17.9	18.0
From Canada	Aug	1,797,975	11.0	12.0	12.7
From Mexico	Jul	134,569	67.9	25.3	15.4
U.S. citizen departures(12)					
To overseas	Jul	2,740,373	16.0	82.2	35.1
To Canada	Aug	2,317,891	-2.9	-15.7	-7.8
Domestic demand for motor gasoline(13)					
Barrels per day	Aug	7,313 thousand	-3.5	-1.6	2.0

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Pre-liminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

US Travel Data Center

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November 1987

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TRAVEL PRINTOUT

THE U.S. TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA

Research News for the U.S. Travel Industry

US Travel Data Center

December 1987 Volume 16, Number 12

1987 Summer Vacation Travel Rises 4 Percent, As Predicted

The US Travel Data Center reported today that summer vacation travel in 1987 increased 4 percent over 1986 levels, and Americans covered nearly 244 million miles in the process, according to the latest results of the National Travel Survey.

June, July and August proved, as the Data Center predicted last spring, to be "the best summer for the travel industry since 1981." The 295 million vacation person-trips recorded by the monthly telephone survey, however, fell slightly short of the 297 million increase forecast by the Data Center for the summer. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

TOTAL VACATION PERSON-TRIPS FOR JUNE, JULY AND AUGUST

Year	(millions)
1987	295
1986	285
1985	274
1984	268
1983	263
1982	260
1981	286

The average duration of summer vacation trips decreased slightly from 6.2 nights in 1986 to just over 6.0 nights; however, total nights away from home on summer vacation increased nearly 1.0 percent over 1986.

The average domestic round-trip distance declined from 950 miles in 1986 to 870 miles this summer.

Overall, 82 percent of vacationers traveled by auto/truck/RV, compared with 83 percent in summer 1986, and 14 percent traveled by airplane, compared with 15 percent a year ago. About 41 percent of vacationers stayed in hotels or motels and another 37 percent stayed with friends and relatives.

The South Atlantic/East South Central region attracted the greatest share of visitors, 34 percent, although the Great Lakes region showed the greatest increase over year-earlier levels.

The most controversial prediction in the Data Center's summer vacation forecast, that Americans' overseas travel would decline even further than the previous year despite fewer terrorist attacks against tourists, proved inaccurate. Although final numbers have not yet been compiled, preliminary reports indicate that latent demand combined with an increase in the 35-55 year old age group (which is most likely to purchase international travel) caused an unexpected rise in overseas travel during the summer. ##

Tourism's Top Twenty Answers Most Frequently Asked Questions

Walt Disney World/EPCOT, in Lake Buena Vista, Florida, tops the list of popular American theme parks with 22 million visitors in 1986. The busiest airport in the world is O' Hare International in Chicago. The country which sends the most visitors to the United States, nearly 11 million, is Canada.

These figures are part of Tourism's Top Twenty: 1987 Edition, a collection of frequently requested facts and figures on travel, tourism and recreation. This travel industry almanac, published jointly by the US Travel Data Center and the University of Colorado, updated from its popular 1984 edition, provides a quick source of facts on a wide variety of tourism-related subjects, including hotels and resorts, advertising, airlines, attractions, expenditures, recre-

(continued on page 3)

Travel Prices Decline Again in October

The US Travel Data Center reported today that lower lodging prices pushed the cost of travel down for the second consecutive month as the Travel Price Index (TPI) fell 0.9 percent in October, following a 0.6 percent decline in September.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), rose 0.3 percent in October.

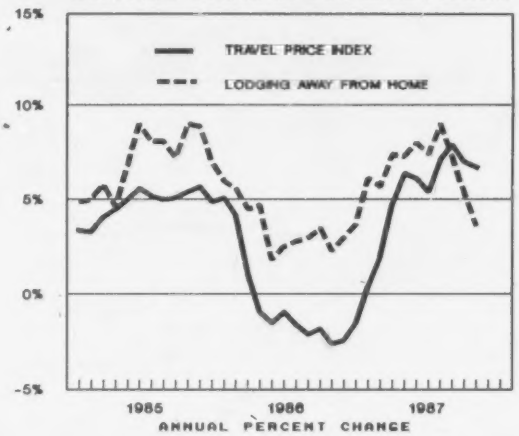
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, fell to 403.9 (1967=100) in October.

Also for the second month, lodging prices led the decline, falling 2.5 percent after dropping 2.7 percent in September. Lodging costs had increased during each of the first eight months of 1987.

Unlike last month, however, nearly all of the transportation components registered declines as well. Airline fares dropped 1.1 percent, while motor fuel prices fell 1 percent.

Since October 1986, the TPI has risen 6.7 percent while the CPI has gained 4.5 percent. Motor fuel prices have led the rise in travel prices with a 20.0 percent increase since October 1986. Airline fares, with the second fastest rate of growth, have increased 4.5 percent, followed by food and beverage prices, up 4.0 percent since October of last year. ##

ANNUAL TPI INCREASES CONTINUE TO SURPASS GAINS IN LODGING PRICES



Monthly and Annual Rates of Change in the Travel Price Index and Components
October 1987

TPI Component	Monthly Percent Change September 1987 to October 1987	Annual Percent Change October 1986 to October 1987
Transportation	-1.0	13.2
Airline Fares	-1.1	4.5
Other Intercity Trans.	-0.3	1.6
Intracity Public Trans.	0.0	2.1
Motor Fuel	-1.0	20.0
Lodging	-2.5	3.6
Food and Beverages Away From Home	0.3	4.0
Entertainment	1.5	2.1
TRAVEL PRICE INDEX	-0.9	6.7
CONSUMER PRICE INDEX	0.3	4.5

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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The US Travel Data Center is an affiliate of the Travel Industry Association of America

Air Transport Association Reports Record Number of Americans Are Flying

The 1987 Air Travel Survey conducted by the Gallup Organization during June, July and August, 1987, for the Air Transport Association of America, showed a record number of Americans, 126 million, have ever flown on airlines and have averaged 3.4 round-trips each.

The 1987 survey, obtained from 4,733 adults, reported that nearly one out of every three adults, or 30 percent, flew during the past year.

Of all trips, 52 percent were for pleasure or personal reasons, including visiting friends or relatives, sightseeing and visiting a resort. About 48 percent of the trips were for business purposes.

The 1987 Air Travel Survey is available for $35 from the Public Information Office, Air Transport Association, 1709 New York Avenue, NW, Washington, D.C. 20006-5206. ##

Suzanne D. Cook, director of the US Travel Data Center, was named "Woman of the Year in Travel Research" by the New School Chapter of the Travel and Tourism Research Association. She was honored at a reception December 16, at the New School for Social Research.

She also recently received a Ph.D. in social psychology from The George Washington University, Washington, D.C. ##

Tourism's Top Twenty (continued)

ation and world travel.

"The popularity of the first and second editions showed a need for an updated single source of answers to the questions the travel industry and the news media frequently ask us," said Suzanne D. Cook, director of the Data Center.

Tourism's Top Twenty: 1987 Edition contains over 90 tables ranking cities, states and countries by number of visitors, advertising expenditures, revenues and other criteria. It also contains an detailed index and an extensive list of sources.

Tourism's Top Twenty: 1987 Edition will be released in mid-January. Data Center full members will receive a complimentary copy upon request. The report is available to Data Center limited members and others for $48 (prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. ##

Visitor Volume at National Parks Region	SEP 1987 visits	Change from SEP 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	1,738,380	19	15
MIDDLE ATLANTIC	3,249,433	20	25
SOUTH ATLANTIC	9,282,408	0	-6
EAST SOUTH CENTRAL	1,870,573	-20	-18
EAST NORTH CENTRAL	558,233	29	13
WEST NORTH CENTRAL	882,488	11	2
WEST SOUTH CENTRAL	811,981	16	-3
MOUNTAIN	4,536,269	20	7
PACIFIC	5,098,212	1	4
TOTAL	28,027,977	6	2

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH ATLANTIC: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. EAST SOUTH CENTRAL: Alabama, Kentucky, Mississippi, Tennessee. EAST NORTH CENTRAL: Illinois, Indiana, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change: From Previous Month	Percent Change: From Year-ago Month	Percent Change: Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Sep	$ 4,213 million	-4.5	9.4	7.9
Eating and drinking places(2)	Sep	$12,577 million	-0.6	3.2	7.2
Gasoline service stations(2)	Sep	$ 7,707 million	-0.7	12.0	1.1
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Sep	64.9 percent	-0.8	2.0	-1.4
Real demand for commercial lodging(4)	Sep	56.6 million	-8.2	6.4	4.7
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Sep	23.4 billion	23.5	4.7	9.5
International revenue passenger-miles	Sep	7.3 billion	-24.1	26.2	24.9
Highway traffic volume(6)					
Rural arterial vehicle-miles	Sep	42.0 billion	-13.3	7.2	4.8
Rail passenger traffic(7)					
Amtrak passenger-miles	Sep	422.0 million	-28.3	12.4	4.9
Travel Price Index(8)	Sep	407.5	-0.6	7.0	5.2
U.S. resident travel(9)					
Total person-trips	Aug	152.0 million	2.7	8.3	6.1
Vacation person-trips	Aug	104.4 million	-3.1	-3.7	2.7
Total person-nights	Aug	806.7 million	-10.6	4.5	3.1
Vacation person-nights	Aug	626.4 million	-7.8	-3.7	-2.8
Public use of national parks(10)					
Visits	Sep	28,027,977	-32.6	6.0	2.0
Overnight stays	Sep	1,894,518	-41.7	14.1	8.0
Foreign arrivals in U.S.(11)					
From overseas	Aug	1,246,941	-2.8	18.5	18.1
From Canada	Sep	1,048,644	-41.7	16.9	13.1
From Mexico	Aug	116,161	-13.7	25.2	17.1
U.S. citizen departures(12)					
To overseas	Aug	1,618,457	-40.9	13.1	31.8
To Canada	Sep	1,389,412	-40.1	-5.4	-7.5
Domestic demand for motor gasoline(13)					
Barrels per day	Sep	7,104 thousand	-2.9	3.5	2.1

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(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Pre-liminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

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Research News for the U.S. Travel Industry

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TRAVEL PRINTOUT

US Travel
Data Center

January 1988 Volume 17, Number 1

Second Quarter 1987 Posts 4 Percent Gain

Travel by US residents during the second quarter grew 4 percent over levels recorded one year earlier, according to the US Travel Data Center's 1987 National Travel Survey Second Quarter Report.

The monthly telephone survey showed that travelers in April, May and June 1987 took 296 million person-trips. (A person-trip is measured each time anyone travels 100 miles or more away from home.)

Travel for sightseeing, outdoor recreation and entertainment purposes declined 4 percent.

Business/convention travel posted a 9 percent increase.

Auto/truck/RV travel grew 5 percent in 1987.

The South Atlantic region attracted the largest number of travelers, 21 percent.

The 1987 National Travel Survey Second Quarter Report will be sent to Data Center members in early February and is available to others for $80 prepaid from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. ##

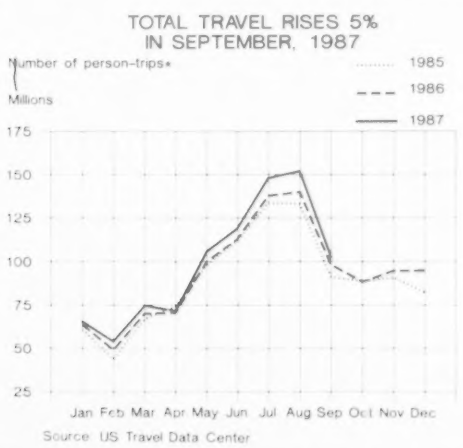
NOTES FROM THE DATA CENTER

Nancy Burns has joined the US Travel Data Center as a research analyst.

Sharon Hancock recently became the membership assistant, replacing Alison Nichelson who has been promoted to computer analyst. ##

September Travel Gains 5 Percent

Travel during September increased 5 percent over last year's levels, according to the latest National Travel Survey conducted by the US Travel Data Center.



The monthly telephone survey reported that travelers in September 1987 took 103 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Pleasure travel rose 11 percent, while business/convention travel stayed about the same as September 1986.

Weekend travel fell 9 percent compared to last year's levels.

Travelers who stayed in hotels/motels rose 11 percent.

Auto/truck/RV travel increased 13 percent, and air travel rose 4 percent.

The average trip duration, 5.1 nights, rose from 4.7 nights in 1986, but the average domestic round-trip distance dropped to 850 miles from 1020 miles in September 1986. ##

Travel Prices Remain Constant In November

The cost of travel in November 1987 remained virtually unchanged from October, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), rose 0.1 percent in November.

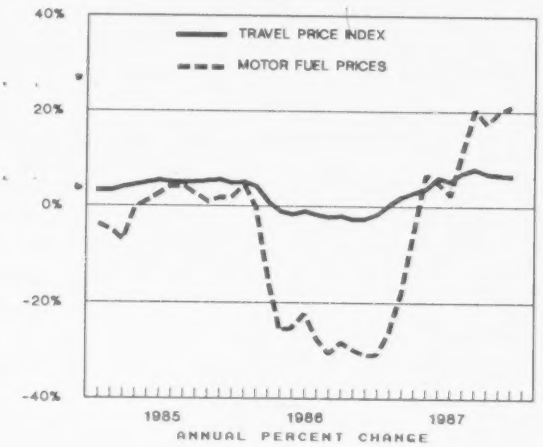
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, stayed at 403.9 (1967=100) from October to November.

The declines in several of the index's components were offset by increases in others. Lodging prices, falling for the third month in a row, declined 0.9 percent. Airline fares, however, gained 1.0 percent and food/beverage costs increased 0.3 percent.

Both motor fuel and intracity public transportation prices remained unchanged from October. This was only the second month since November 1986 that motor fuel prices did not increase.

Since November 1986, the TPI has risen 6.5 percent while the CPI has gained 4.5 percent. Motor fuel prices have led the rise in travel prices with a 21.1 percent increase since November 1986. ##

ANNUAL MOTOR FUEL PRICES CONTINUE TO SURPASS GAINS IN TPI



Monthly and Annual Rates of Change in the Travel Price Index and Components
November 1987

TPI Component	Monthly Percent Change October 1987 to November 1987	Annual Percent Change November 1986 to November 1987
Transportation	0.4	13.7
Airline Fares	1.0	4.2
Other Intercity Trans.	-0.7	1.3
Intracity Public Trans.	0.0	2.1
Motor Fuel	0.0	21.1
Lodging	-0.9	3.5
Food and Beverages Away From Home	0.3	3.8
Entertainment	-0.2	1.8
TRAVEL PRICE INDEX	0.0	6.5
CONSUMER PRICE INDEX	0.1	4.5

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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News Briefs

Tourism Unity Week, which brings together travel industry leaders and representatives of the congressional and executive branches of government to discuss travel and tourism issues, begins February 22, 1988, in Washington, D.C.

The second annual Travel Review Conference, sponsored jointly by the Travel and Tourism Research Association (TTRA) and the U.S. Travel and Tourism Administration (USTTA), kicks off the week. The conference will review 1987 and offer new statistics on travel.

The fee for the conference for TTRA members, TTRA Washington Chapter local members and for International Marketing conferees is $140. For others the fee is $165. Late registration is $175. Make checks payable to TTRA and mail to Mari Lou Wood, Travel and Tourism Research Association, P.O. Box 8066, Foothill Station, Salt Lake City, Utah 84108. For more information call (801) 581-3351.

###

On February 23-25, USTTA will present the fourth annual International Marketing Conference, for both those promoting travel to the United States and market experts from overseas.

The cost of the International Marketing Conference is $200 (prepaid). Send checks to USTTA, U.S. Department of Commerce, H1520, Attention: International Marketing Conference, Washington, D.C. 20230. For more information call Karen Cardran (202) 377-0140.

###

Topping off the week, the Sixth Annual Tourism Industry Unity Dinner, will be held on February 24, at the Grand Hyatt Hotel in Washington, D.C.

The dinner is sponsored by the Travel and Tourism Government Affairs Council, an affiliate of the Travel Industry Association of America.

The Unity Dinner proceeds, $250 a person or $2,000 per table of ten, will be used to continue the council's issue research and policy studies.

For further information call Donnie Layne at (202) 293-5407. ##

Visitor Volume at National Parks

Region	OCT 1987 visits	Change from OCT 1986 (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	1,380,962	1	14
MIDDLE ATLANTIC	2,821,196	4	19
SOUTH ATLANTIC	10,400,603	19	-3
EAST SOUTH CENTRAL	2,361,709	-3	-17
EAST NORTH CENTRAL	386,037	17	13
WEST NORTH CENTRAL	517,796	14	2
WEST SOUTH CENTRAL	728,990	20	-1
MOUNTAIN	2,905,743	17	8
PACIFIC	4,033,078	4	5
TOTAL	25,536,114	11	2

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Oct	$ 4,547 million	7.9	10.0	8.6
Eating and drinking places(2)	Oct	$12,644 million	0.8	2.3	6.6
Gasoline service stations(2)	Oct	$ 7,591 million	-0.8	10.9	1.9
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Oct	61.7 percent	-4.9	-0.6	1.1
Real demand for commercial lodging(4)	Oct	61.1 million	7.9	6.1	5.2
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Oct	25.1 billion	6.8	5.3	9.1
International revenue passenger-miles	Oct	6.7 billion	-7.4	30.8	27.2
Highway traffic volume(6)					
Rural arterial vehicle miles	Oct	40.8 billion	0.4	5.5	4.9
Rail passenger traffic(7)					
Amtrak passenger-miles	Oct	488.0 million	3.8	12.[illegible]	5.6
Travel Price Index(8)	Oct	403.9	-0.9	6.[illegible]	5.4
U.S. resident travel(9)					
Total person-trips	Sep	102.6 million	-32.5	4.5	5.9
Vacation person-trips	Sep	94.2 million	-38.5	1.4	2.6
Total person-nights	Sep	444.7 million	-44.7	-3.6	2.4
Vacation person-nights	Sep	320.0 million	-48.9	3.2	-2.2
Public use of national parks(10)					
Visits	Oct	25,536,114	-9.3	11.0	2.0
Overnight stays	Oct	1,148,053	-42.4	9.0	8.0
Foreign arrivals in U.S.(11)					
From overseas	Sep	951,527	-23.7	18.1	18.3
From Canada	Oct	946,712	-10.8	17.1	13.5
From Mexico	Sep	71,030	-38.9	10.7	16.4
U.S. citizen departures(12)					
To overseas	Sep	1,333,109	-17.6	18.4	30.4
To Canada	Oct	877,832	-60.9	-2.6	-7.1
Domestic demand for motor gasoline(13)					
Barrels per day	Oct	7,289 thousand	1.7	0.5	2.1

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

US Travel Data Center

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Research News for the U.S. Travel Industry

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Research News for the U.S. Travel Industry

TRAVEL PRINTOUT

US Travel Data Center

February 1988 Volume 17, Number 2

State Travel Office Budgets Rise 16 Percent in 1987-88

The US Travel Data Center today reported that state travel offices in 50 states plan to spend over $283 million for travel and tourism development in 1987-88.

The 1987-88 Survey of State Travel Offices reports the sum of 1987-88 tourism development budgets for the 50 states rose over 16 percent compared to the 1986-87 budget total of $244 million, which also represented a 16 percent increase over 1985-86 spending levels.

STATES HAVING LARGEST TRAVEL PROMOTION BUDGETS, 1987-88

Rank	State	Budget	% Change 1986-87
1.	New York	$21,543,300	1
2.	Illinois	$20,500,000	32
3.	Hawaii	$13,665,000	60
4.	Pennsylvania	$12,130,400	2
5.	Texas	$11,969,274	152
6.	Michigan	$10,889,400	-7
7.	Florida	$10,723,551	-1

Source: US Travel Data Center

New York has the largest budget, allocating $21,543,300 for travel development, followed by Illinois, with $20,500,000.

Twenty-nine states posted budget increases for the current year. The average state travel development budget is $5,675,325, 15 percent more than 1986-87's record $4,872,699.

Ten states plan to spend less than last year. Washington state posted the largest percentage cutback, decreasing spending by almost 33 percent.

Texas posted the largest gain, $7.2 million, anticipating additional revenue from a new room occupancy tax. The states with the next largest budget increases are Illinois and Hawaii, projecting growth of about $5 million each.

Montana had the largest percentage gain, 164 percent, increasing its budget from $1.5 million to $3.9 million.

The average state will devote 41 percent of its total travel budget, over $2.3 million, to advertising, a 7 percent increase over last year's average allocation.

The 1987-88 Survey of State Travel Offices is the fifteenth annual report on the budgets, advertising and programs of the state and U.S. territory tourism development agencies.

The 100-page report will be sent to all Data Center members and survey respondents. It is available to others for $65 (prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036.

The Data Center also offers quantity discounts. Contact Ida Simmons, manager of communications, (202) 293-1040. ##

1987 Travel Prices Outpace Consumer Prices

The overall cost of travel in the U.S. rose faster than consumer prices during 1987, according to the US Travel Data Center's manager of economic studies, Nancy Mina; however, revisions in the Travel Price Index (TPI) in 1987 prevent exact comparisons with price increases in earlier years.

"Although 1987 data is not strictly comparable to earlier years," Mina said, "our study of the cost of travel in recent years reveals trends--long-term

(continued on page 2)

(Travel Prices continued)

movement and relationships among various index components--that are noteworthy."

From 1983 to 1987, travel prices have outpaced consumer prices 3 out of 5 years (Fig. A). For the second time in 5 years, motor fuel prices have risen.

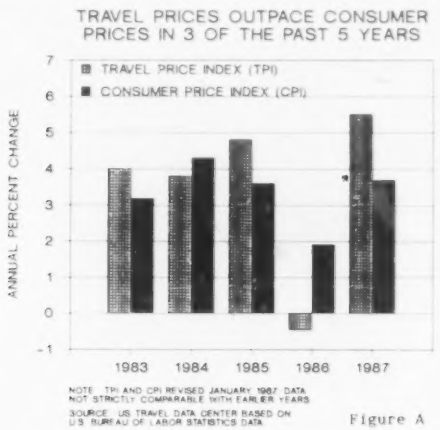
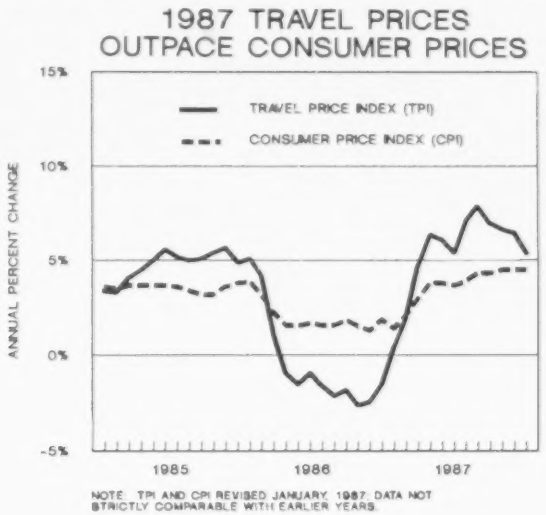


Figure A

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, stood at 399.7 (1967=100) in December 1987.

In December, the TPI fell 1.0 percent. This was the third monthly decline in the index in four months. For comparison, the CPI remained unchanged.



Airline fares were down 1.9 percent.

Travel prices during December were 5.4 percent higher than one year ago. ##

Monthly and Annual Rates of Change in the Travel Price Index and Components

December 1987

TPI Component	Monthly Percent Change November 1987 to December 1987	Annual Percent Change December 1986 to December 1987
Transportation	-1.6	10.6
Airline Fares	-1.9	-0.4
Other Intercity Trans.	0.4	2.0
Intracity Public Trans.	0.4	2.5
Motor Fuel	1.5	18.9
Lodging	-2.3	3.9
Food and Beverages Away From Home	0.2	3.7
Entertainment	-0.1	1.8
TRAVEL PRICE INDEX	-1.0	5.4
CONSUMER PRICE INDEX	0.0	4.5

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $70 per year, U.S., Canada and Mexico; other foreign countries, $80. per year, payable in U.S. funds only.

How to Transform a Shopping Mall Into A Tourist Attraction

By Werner Escher

Werner Escher is the director of public affairs/community relations for South Coast Plaza, Costa Mesa, California. He also serves on the Orange County Olympic Committee, California State Tourism Board, and the California Travel Industry Association board of directors.

Since shopping has become a theatrical experience, it's not surprising to see buses, vans, motor coaches--even customized tours--daily disgorging their passengers on the doorstep of South Coast Plaza, an attraction in Costa Mesa, California, that now rivals Disneyland and Knott's Berry Farm.

Not only are the out-of-towners finding South Coast Plaza's one-of-a-kind stores fulfilling, but the yearly guest count of 18 million far exceeds Disneyland's annual visitor base. (A visitor is anyone who comes through the turnstiles.) Today, South Coast Plaza visitors from outside the local area account for over 15 percent of the total customer count, up from less than 4 percent three years ago.

At its annual conference, the Travel Industry Association of America honored South Coast Plaza as the first retail center ever accorded the status of "attraction." Both American Airlines and the Anaheim-based Walt Disney Travel Company have added South Coast Plaza to their tour package programs.

In 1985 South Coast Plaza produced the largest-volume sales, $450 million, of any regional center in California. For comparison, San Francisco's general store sales reached $570 million in the same year.

In 1986, South Coast Plaza generated sales tax revenues of $4.5 million for Costa Mesa, or about 15 percent of the city's total operating budget.

The plaza also creates employment for 3,000 people.

The vast array of stores may be the first reason visitors seek out South Coast Plaza. From its initial 70 shops 20 years ago, the retail center has grown to include such upscale shops as Rizzoli, Gucci, Louis Vuitton, Polo/Ralph Lauren, Cartier and Saint Laurent Rive Gauche among others.

The second reason for the center's popularity is its ambience. Los Angeles Times design and architectural critic, Sam Hall Kaplan notes that "Its 300 shops, 30 restaurants, interior design and landscaped elegance make it one of the most diverting retail centers in the world."

The plaza is focused on three courts, Carousel, Jewel, and the newest Crystal, which features tiering so that store fronts on each level are set farther and farther back as you go up.

A third factor making South Coast Plaza a visitor's mecca is the Town Center, a collection of high-rise office buildings, a 400 room hotel, a large corporate art collection, the South Coast Repertory Theatre and the Orange County Performing Arts Center. A visitor can turn a corner and find a Miro, Calder, Dubuffet or a Moore. The largest artwork is the 1.6 acre environmental garden, "California Scenerio," created by the Japanese-American sculptor Isamu Noguchi.

How did this transformation from shopping mall to tourist attraction happen? The mall expanded slowly in several phases. It was owner/developer C.J. Segerstrom & Sons' recognition of the part retail would play in a developing Orange County that led to the phased introduction of fashion-forward, high-quality stores. Once these stores were established and the number of fine restaurants grew, it was a matter of developing travel writer and media interest in South Coast Plaza's eclecticism.

The metamorphosis of the plaza from traditional shopping mall to urban center, with the highest concentration of upscale haute couture retail outlets

(Continued on page 4)

(Tourist Attraction continued)

in the state, sufficiently stirred press and tourist interest.

Also, because tourists are showing increased interest in gift-shopping, Walt Disney Travel Co. Inc. is publicizing the plaza through brochures it sends to 23,000 travel agencies nationwide, as well as to a large number of overseas agents.

Aware that the Orange County visitor market in 1986 grew to almost 35 million, and that visitors spent a record $4.9 billion, South Coast Plaza developed an advertising program to reach its potential "guests" and to create visitor awareness through area visitor and convention bureaus and hotel/motel magazines.

During the Christmas season, for example, South Coast Plaza businesses and entertainment centers passed out mall address books at the information counters of 38 area hotels and motels.

Transportation by bus and taxi to South Coast Plaza from area hotels was so sporadic that South Coast Plaza created its own conveyance system. In mid-1985, South Coast Plaza placed an order for three custom coaches and by July of that year began serving 40 hotels and motels within a radius of 30 miles.

This year South Coast Plaza motor coaches will convey nearly 50,000 additional "guests" beyond the daily visitors arriving by hotel van, shuttle and bus and group tours.

Segerstrom's growing retail presence in southern California, the destination of so many visitors, has validated shopping's universal appeal to travelers.

As the dollar continues to decline, retail centers will entice even more foreign visitors seeking bargains.

Other influences on shopping's increasing popularity such as additional personal time, a shorter work week, a patron profile shifting from 70 percent women to 50 percent women, all support the premise that shopping has become one of the travel industry's strongest components.

There was a time when blue surf and golden sunsets may have photographed better than malls and display windows; but South Coast Plaza has demonstrated that shopping exerts a powerful economic impact that increasingly demands attention. ##

Study on Buying Decisions Includes Travel Products

Who influences the decision to purchase airlines tickets, traveler's cheques and car rentals? Purchase Influence 1985, a major study of buying influences within the contemporary American household, sheds some light on this frequently asked question.

The study examines 1) the incidence of purchase for each of 106 packaged products and 35 durable goods and services, 2) the male or female share of influence on the purchase of a product and 3) general demographics (age, income, education, marital status and number of children in the household).

Purchase influence was measured on packaged products like food and cigarettes and on durable goods and services such as televisions, appliances, and homeowner's insurance.

According to the study's findings, 12.5 percent of male U.S. adult household heads, in a 12-month period purchased travelers cheques for vacation, while 11.1 percent of female household heads purchased them.

Purchase Influence, co-sponsored by Better Homes and Gardens, Family Circle, Life, National Geographic, Newsweek, Parade, People Weekly, Reader's Digest, Sports Illustrated, Sunday Magazine Network, Time, TV Guide, and USA Week-end, and conducted by Chilton Research Services, is the second such investigation in a decade. The data were collected to provide the magazines' advertisers

(continued on page 5)

October Travel Posts 6 Percent Gain

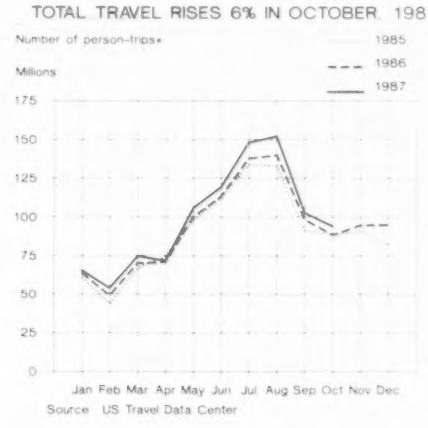
Travel during October increased 6 percent over year-earlier levels, according to the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers in October 1987 took 94 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Pleasure travel and weekend travel rose significantly compared to October 1986 levels, but business/convention travel fell 6 percent.

Auto/truck/RV travel, however, remained about the same as last year while and air travel rose 8 percent.

The average trip duration, 4.6 nights, fell from 4.9 nights in 1986, and the average domestic round-trip distance dropped from 1,020 miles in October 1986 to 980 miles this October. ##



(Buying Decisions continued)

with current information on established, emerging and potential customer markets.

The executive summary of Purchase Influence is available free to travel advertising and marketing departments from Peter Mason, Travel Classification Manager, Better Homes and Gardens, 750 Third Avenue, New York, New York 10017; from Paula Byrne, Reader's Digest, 200 Park Avenue, New York, New York, 10166; or from any of the co-sponsoring publications. ##

Visitor Volume at National Parks

Region	NOV 87 visits	Change from NOV 86* (percent)	Percent change 87/ 86* Year-to-Date
NEW ENGLAND	701.442	27	14
MIDDLE ATLANTIC	1.838.458	7	18
SOUTH ATLANTIC	5.674.935	5	-4
EAST SOUTH CENTRAL	1.528.784	-22	-18
EAST NORTH CENTRAL	222.099	25	14
WEST NORTH CENTRAL	283,859	12	2
WEST SOUTH CENTRAL	520,789	5	-1
MOUNTAIN	1.553.889	11	8
PACIFIC	2,884.567	-2	4
TOTAL	15.208.822	2	2

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Nov	$ 3,908 million	-14.1	8.5	8.7
Eating and drinking places(2)	Nov	$12,734 million	1.5	2.9	6.2
Gasoline service stations(2)	Nov	$ 7,198 million	-1.0	9.3	2.6
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Nov	60.7 percent	1.6	-2.7	1.0
Real demand for commercial lodging(4)	Nov	51.3 million	-16.0	5.0	5.2
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Nov	23.6 billion	-5.9	4.8	8.7
International revenue passenger-miles	Nov	5.5 billion	-17.7	20.4	25.1
Highway traffic volume(6)					
Rural arterial vehicle-miles	Nov	38.6 billion	-5.3	6.2	5.0
Rail passenger traffic(7)					
Amtrak passenger-miles	Nov	428.1 million	-2.3	15.3	6.4
Travel Price Index(8)	Nov	403.9	0.0	6.5	5.5
U.S. resident travel(9)					
Total person-trips	Oct	94.0 million	-8.4	6.2	5.9
Vacation person-trips	Oct	59.2 million	-7.8	1.2	2.5
Total person-nights	Oct	419.4 million	5.7	-3.3	1.9
Vacation person-nights	Oct	278.5 million	-13.0	-13.5	-3.2
Public use of national parks(10)					
Visits	Nov	15,208,822	-40.4	2.0	2.0
Overnight stays	Nov	568,392	-50.5	-10.0	7.0
Foreign arrivals in U.S.(11)					
From overseas	Oct	804,224	-15.5	12.1	17.5
From Canada	Nov	752,931	-20.5	15.7	13.6
From Mexico	Oct	66,169	-6.8	15.0	16.3
U.S. citizen departures(12)					
To overseas	Oct	1,263,539	-5.2	21.9	29.6
To Canada	Nov	517,624	-41.0	0.2	-6.8
Domestic demand for motor gasoline(13)					
Barrels per day	Nov	7,911 thousand	-3.8	1.9	2.1

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Pre-liminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

US Travel Data Center

March 1988 Volume 17, Number 3

Data Center Board of Trustees Elects 1988 Officers

At its February 25th meeting, the US Travel Data Center Board of Trustees elected new members and officers for 1988 and confirmed that Rossi Ralenkotter, director of marketing/tourism for the Las Vegas Convention/Visitors Authority, will continue serving as the board's chairman.

Ralenkotter has been a trustee since 1980 and served as treasurer in 1986.

Dr. Charles Goeldner, associate dean of the business school of the University of Colorado, will continue to serve as secretary, a post he has held since 1978.

David Humphreys, president, general counsel, Recreation Vehicle Industry Association, was named treasurer.

William D. Toohey, president of the Travel Industry Association of America (TIA), is the permanent vice chairman.

The board named Jerry Foster, president, Saga International Holidays, to the executive committee, which acts in the absence of the full board.

The board also elected two new board members: Peter W. Mason, travel category manager, Better Homes and Gardens, who will serve a one-year term; and Patrick A. McMahon, director, Virginia Division of Tourism, who will serve a two-year term.

Re-elected members who will also serve two-year terms include John Hunt, distinguished professor of tourism, University of Massachusetts; J. Phillip Keene, III, executive director, California Tourism Corporation; Henry R. Todd, director, Minnesota Office of Tourism; Barbara Wickliffe, marketing research director, Best Western International; Nestor Pylypec, vice president, Air Transport Association of America; and Kenneth F. Hine, executive vice president, American Hotel & Motel Association. ##

1988 Outlook Promises Continued Industry Growth

Travel for 1988 should mark another year of consistent growth for the industry; moreover, the senior travel market is an ever-increasing part of that travel growth, according to the 1988 Outlook for Travel and Tourism, the 200-page edited proceedings of the 1988 Travel Outlook Forum, just released by the US Travel Data Center.

The report details prospects in 1988 for important market segments and major industry sectors, including the outlook for growth in older Americans' travel.

In his comments on the senior travel market, Jerry Foster, president of Saga Holidays, contends that life-styles are much more important than chronological age in marketing strategy.

The 1988 Outlook includes forecasts of growth in international visitors; air, auto, and rail travelers; family vacations; business/convention travelers; cruise patrons; and hotel/motel users.

For the first time, the report includes papers covering topics never before presented to the forum: tour travel, the fine arts, and zoos and aquariums.

The 1988 Outlook for Travel and Tourism is being sent to Data Center and Travel and Tourism Research Association members. It is available to others for

(Continued on page 2)

Travel Tops Previous Record

Americans' travel rose a whopping 6 percent in 1987, announced Dr. Suzanne D. Cook, director of the US Travel Data Center, at the Second Annual Travel Review Conference in Washington, D.C., last month.

The Data Center's National Travel Survey showed that U.S. residents took nearly 1.2 billion person-trips, 3 percent more than the previous record set in 1981. (A person trip is any trip 100 miles or more away from home.)

Every month of 1987 showed an increase in total travel over the same month of the previous year. Nights away from home rose less than total travel, confirming the trend toward weekend travel and shorter pleasure and vacation trips.

As the Data Center predicted in its summer forecast for 1987, vacation travel rose 4 percent in June, July, and August of 1987. Vacation during the entire year rose 2 percent.

On the other hand, the number of vacation nights declined 3 percent for the year, indicating shorter average durations for vacation trips. This drop is due, in part, to the increased popularity of short vacations, weekend pleasure trips and combined business and pleasure trips in 1987.

Business travel posted a record of nearly 206 million person-trips, up 9 percent over 1986. Business-related nights away from home rose 18 percent in 1987.

Domestic air travel rose 8 percent, posting an all-time record of 450 million passengers compared to 418 million passengers the year before.

The increase in travel activity for 1987 boosted total sales receipts of the U.S. travel industry nearly 7 percent over 1986, one percentage point greater than the increase in the Gross National Product (GNP). Travel industry employment grew 3.6 percent, compared to a 2.2 percent increase in total U.S. employment.

Measured by the Data Center's Travel Price Index (TPI), travel price inflation slowed in 1982-86, but, after recording, in 1986, the first annual decline in the 18-year history of the Data Center's TPI, travel prices in 1987 rose 5.5 percent. ##

TravelTab 1988 Available at Quantity Prices

TravelTab 1988, soon to be released by the US Travel Data Center, will be available in quantity discounts. This pocket guide to the most recent and important statistics about travel and the travel industry is popular as a handout to office staff for handling public or press inquiries, as handouts at conventions and meetings, and promotional mailings.

TravelTab 1988 brochures cost 25 cents each. Postage and handling for less than 250 copies is $25; over 250, $50. Prices apply to minimum orders of 100. TravelTab 1988 will not be delivered in time for National Tourism Week; however, the brochure will be released, before June 1, 1988.

Mail orders to the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036, or call Ida Simmons, Manager of Communications (202) 293-1040. ##

Outlook (Continued from page 1)

$90 (prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, Washington, D.C. 20036. Forum attendees will receive a coupon worth 50 percent off the cover price. ##

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America. Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN 0744-6233.

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Travel in November 1987 Jumps 3 Percent

Travel during November increased 3 percent, according to the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers in November 1987 took 98 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

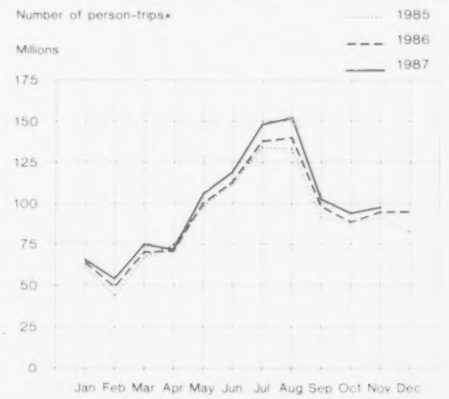
Pleasure travel fell slightly, 2.3 percent, as did weekend travel, almost 19 percent. Business/convention travel, however, rose 8.5 percent compared to November 1986.

Auto/truck/RV travel gained 3.6 percent, while air travel rose 1.6 percent compared to last year.

The number of travelers staying in the homes of friends and relatives dropped significantly, while those staying in hotels/motels increased 5.3 percent.

The average trip duration, 4.5 nights, remained the same as last year, while the average domestic round-trip distance rose from 950 miles in November 1986 to 1000 miles in 1987. ##

TOTAL TRAVEL RISES 3% IN NOVEMBER, 1987



Source: US Travel Data Center

January Travel Price Index Will Reflect New Base Years

The Travel Price Index (TPI) for January 1988 will be included in the April issue of Travel Printout. It was delayed by the Bureau of Labor Statistics' revision of the reference base for the Consumer Price Index. Instead of 1967=100, succeeding reports will be using 1982-84=100. The Travel Price Index has been updated for comparability. ##

Visitor Volume at National Parks Region	DEC 1987 visits	Change from DEC 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	296,885	12	14
MIDDLE ATLANTIC	1,214,067	-1	17
SOUTH ATLANTIC	3,925,711	7	-4
EAST SOUTH CENTRAL	1,153,777	-31	-8
EAST NORTH CENTRAL	133,958	51	14
WEST NORTH CENTRAL	180,821	-7	2
WEST SOUTH CENTRAL	357,920	-7	-1
MOUNTAIN	1,074,814	-11	7
PACIFIC	2,545,032	8	5
TOTAL	10,882,985	-2	0

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:
NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Dec	$ 3.066 million	-21.5	7.6	8.1
Eating and drinking places(2)	Dec	$12.841 million	.8	0.6	5.7
Gasoline service stations(2)	Dec	$ 7.414 million	-1.1	8.8	3.0
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Dec	63.5 percent	4.6	-2.3	0.8
Real demand for commercial lodging(4)	Dec	42.2 million	-17.8	3.4	5.1
Airline passenger traffic(5)					
Domestic revenue passenger miles	Dec	24.8 billion	5.6	-0.6	7.9
International revenue passenger-miles	Dec	6.0 billion	7.8	19.4	24.6
Highway traffic volume(6)					
Rural arterial vehicle-miles	Dec	37.6 billion	-2.0	3.3	4.8
Rail passenger traffic(7)					
Amtrak passenger-miles	Dec	491.5 million	14.8	9.8	6.7
Travel Price Index(8)	Dec	399.7	-1.0	5.5	5.5
U.S. resident travel(9)					
Total person-trips	Nov	97.5 million	3.7	3.0	5.6
Vacation person-trips	Nov	64.4 million	8.8	1.7	2.4
Total person-nights	Nov	438.8 million	1.5	3.0	3.7
Vacation person-nights	Nov	296.2 million	4.2	-10.0	-2.6
Public use of national parks(10)					
Visits	Dec	10,822,985	-28.8	-2.0	0.0
Overnight stays	Dec	358,002	-37.0	-13.6	6.9
Foreign arrivals in U.S.(11)					
From overseas	Nov	759,026	-5.6	20.4	17.7
From Canada	Dec	649,211	-13.8	13.3	13.4
From Mexico	Nov	59,770	-9.7	11.0	15.9
U.S. citizen departures(12)					
To overseas	Nov	1,139,078	-9.9	17.7	28.7
To Canada	Dec	543,848	5.0	5.6	-6.3
Domestic demand for motor gasoline(13)					
Barrels per day	Dec	7.247 thousand	1.3	1.5	2.2

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

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March 1988

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

Jeanne Long
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6/8/88 R9375-1

Research News for the U.S. Travel Industry

★ ★ ★

TRAVEL PRINTOUT

US Travel Data Center

April 1988 Volume 17, Number 4

Vacation Travel Will Increase Again This Summer

Summer vacation travel, already at astronomical heights, will rise another 3 percent this year, predicts the US Travel Data Center's latest report, the 1988 SUMMER VACATION TRAVEL FORECAST.

The summer vacation travel forecast, unveiled at a press conference in Washington, D.C., on May 11, projects Americans will log 305 million vacation person-trips and, averaging 6 nights on each trip, spend over 1.8 billion nights away from home on vacation in June, July and August 1988. (A person-trip measures anyone traveling 100 miles or more away from home.)

The forecast, based upon interviews in March and April with 6,000 randomly selected U. S. adult residents, shows 83 percent of summer vacationers will travel by auto/truck/RV and 13 percent by air.

"The combination of stable prices and economic indicators countering fears of an economic downturn; increased employment levels coupled with the lowest unemployment rate since 1979; and high optimism among consumers creates the positive environment for increased vacation travel this summer," said Data Center Director Dr. Suzanne Cook. The Midwest and Great Lakes regions will generate the greatest increase in vacation travelers this summer.

The 50-page 1988 SUMMER VACATION TRAVEL FORECAST is being sent to all Data Center full members and is available to limited members and others for $65 prepaid from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, N.W., Washington, D.C. 20036.##

Send For Free Guide

The 1988 GUIDE TO PROGRAMS, MEMBERSHIP AND PUBLICATIONS of the US Travel Data Center, commemorating 15 years of service to the travel industry, will be released early next month. The guide is free and describes several new research programs, publications and membership benefits offered in the coming year.

Among the new publications are further studies of business travelers and foreign travelers, an expanded and more useful monthly newsletter, and two new series reporting the results of the 1988 National Travel Survey.

The Data Center will release this June the 1987 SURVEY OF BUSINESS TRAVELERS, the newest report of the Business Travel Survey series, which will cover segments of the business travel market in

(continued on page 3)

Lodging Leads January & February Travel Price Increases

A significant rise in the cost of lodging, unmitigated by declines in the price of motor fuel and airline fares, spurred a 1.3 percent increase in the cost of travel between the end of December 1987 and the end of February 1988, according to the US Travel Data Center's Travel Price Index (TPI).

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, climbed to 116.6 (1982-1984 = 100) in January and rose again slightly to 116.7 in February. ##

Monthly and Annual Rates of Change in the Travel Price Index and Components
January 1988

TPI Component	Monthly Percent Change December 1987 to September 1987	Annual Percent Change September 1986 to September 1987
Transportation	0.1	12.3
Airline Fares	0.6	5.7
Other Intercity Trans.	0.6	1.7
Intracity Public Trans.	0.2	2.2
Motor Fuel	-0.3	17.4
Lodging	-2.7	5.4
Food and Beverages Away From Home	0.4	3.9
Entertainment	1.1	2.9
TRAVEL PRICE INDEX	-0.6	7.0
CONSUMER PRICE INDEX	0.5	4.3

February 1988

TPI Component	Monthly Percent Change January 1988 to February 1988	Annual Percent Change February 1987 to February 1988
Transportation	-1.6	1.4
Airline Fares	-1.4	-1.0
Other Intercity Trans.	0.2	2.4
Intracity Public Trans.	0.2	2.2
Motor Fuel	-1.8	3.0
Lodging	0.9	6.3
Food and Beverages Away From Home	0.3	3.7
Entertainment	0.1	7.0
TRAVEL PRICE INDEX	0.1	4.0
CONSUMER PRICE INDEX	0.3	3.9

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $70 per year, U.S., Canada and Mexico; other foreign countries, $80. per year, payable in U.S. funds only.

January Travel Rises 15 Percent

Travel during January increased 15 percent, according to the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers in January 1988 took 75.2 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Pleasure travel grew almost 7 percent, surpassed by weekend travel which grew 10 percent.

Business and convention travel rose substantially over year-earlier levels.

Auto/truck/RV travel produced most of the month's increase, while air travel rose over 7 percent compared to last year.

The number of travelers staying in the homes of friends and relatives increased significantly, while those staying in hotels/motels fell 5 percent.

The average trip duration rose slightly from 4.5 nights in January 1987 to 4.9 nights, and the average domestic round-trip distance fell from 980 miles a year ago to 950 miles in January 1988.##

Guide (continued from page 1)

detail.

The 1988 National Travel Survey results will appear in both an overview report and a detailed companion volume of survey tabulations.

"TravelTab 1988" (a quick reference guide to current travel trends) and the 1989 OUTLOOK FOR TRAVEL AND TOURISM are also on the program.

For a free 1988 GUIDE TO PROGRAMS, MEMBERSHIP AND PUBLICATIONS, address requests to the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, N.W., Washington, D.C. 20036, or phone 202/293-1040.##

Visitor Volume at National Parks

Region	JAN 1988 visits	Change from JAN 1987* (percent)	Percent change 1988/1987* Year-to-Date
NEW ENGLAND	262,817	14	14
MIDDLE ATLANTIC	909,347	8	8
SOUTH ATLANTIC	3,285,453	12	12
EAST SOUTH CENTRAL	1,086,641	-6	-6
EAST NORTH CENTRAL	220,212	18	18
WEST NORTH CENTRAL	150,042	-3	-3
WEST SOUTH CENTRAL	345,024	-12	-12
MOUNTAIN	1,089,550	-7	-7
PACIFIC	2,406,103	-9	-9
TOTAL	9,755,189	0	0

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/88
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Jan	$ 3,883 million	26.6	7.4	7.4
Eating and drinking places(2)	Jan	$12,939 million	-0.9	0.6	0.6
Gasoline service stations(2)	Jan	$ 7,607 million	1.6	11.0	11.0
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jan	59.0 percent	-7.1	-4.7	-4.7
Real demand for commercial lodging(4)	Jan	47.1 million	11.6	3.4	3.4
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jan	23.4 billion	-6.0	2.4	2.4
International revenue passenger-miles	Jan	6.3 billion	4.8	24.4	24.4
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jan	33.3 billion	-11.6	6.4	6.4
Rail passenger traffic(7)					
Amtrak passenger-miles	Jan	415.9 million	-15.4	16.1	16.1
Travel Price Index(8)	Jan	116.6	1.2	4.7	4.7
U.S. resident travel(9)					
Total person-trips	Dec	106.2 million	8.9	12.0	6.2
Vacation person-trips	Dec	73.9 million	14.8	10.0	3.1
Total person-nights	Dec	499.1 million	13.7	9.7	4.2
Vacation person-nights	Dec	376.9 million	27.2	2.0	2.3
Public use of national parks(10)					
Visits	Jan	9,755,189	-9.9	0	0
Overnight stays	Jan	379,499	12.0	-13.2	-13.2
Foreign arrivals in U.S.(11)					
From overseas	Dec	856,976	12.9	15.3	17.5
From Canada	Jan	784,508	20.8	7.6	7.6
From Mexico	Dec	78,579	31.5	-3.5	13.9
U.S. citizen departures(12)					
To overseas	Dec	1,325,754	16.4	2.5	26.3
To Canada	Jan	417,944	-23.2	7.3	7.3
Domestic demand for motor gasoline(13)					
Barrels per day	Jan	6,625 thousand	-8.6	2.4	2.4

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Pre-liminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy

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April 1988

TRAVEL PRINTOUT
Research News for the U.S. Travel Industry

6/13/88 R9375-1

US Travel Data Center

CORRECTION

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Dear Data Center Members and Travel Printout Subscribers:

Correction: The Travel Price Index chart for January, which was included in the April Travel Printout, was printed incorrectly. The corrected version is listed below.

Monthly and Annual Rates of Change in the Travel Price Index and Components
January 1988

TPI Component	Monthly Percent Change December 1987 to January 1988	Annual Percent Change January 1987 to January 1988
Transportation	-1.8	5.7
Airline Fares	-0.6	0.7
Other Intercity Trans.	0.3	1.8
Intracity Public Trans.	0.3	2.4
Motor Fuel	-2.8	9.5
Lodging	4.8	6.0
Food and Beverages Away From Home	0.4	3.6
Entertainment	0.8	7.3
TRAVEL PRICE INDEX	1.2	4.7
CONSUMER PRICE INDEX	0.3	4.0

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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5 7/5/88 R9375-1

Research News for the U.S. Travel Industry

TRAVEL PRINTOUT

US Travel Data Center

May 1988 Volume 17, Number 5

U.S. Regions Will Host 113 Million Americans This Summer

An estimated 113 million Americans this year will pursue that favorite summertime vacation activity, travel away from home, and, in the process, log 255 billion miles, according to the US Travel Data Center's 1988 Summer Vacation Travel Forecast.

Summer vacation travel, which last year lured away 46 percent of the population during June, July, and August, will rise another 3 percent this year, predicts the Data Center.

Leading the overall increase in vacation travel this summer, the Midwest and Great Lakes regions will generate nearly 8 percent and 7 percent more vacation travel than last year, respectively.

The Southeast, however, will produce more vacation travel than any other--an estimated 82 million person-trips.

All other regions will produce sizeable and fairly equal shares of vacation travel during the upcoming summer months. (A person-trip is measured each time anyone travels 100 miles or more away from home.)

On the other hand, the West will enjoy the largest increase in visitors this summer, as travel to this region is projected to jump nearly 7 percent to a total of 63 million person-trips, the second largest volume estimated for the five regions.

The Great Lakes should also attract more than the average share of visitors with a projected increase of over 5 percent. (continued on page 4)

New Guide Notes 15th Year

The all new US Travel Data Center's Guide, commemorating 15 years' (1973-1988) service to the travel industry, will be sent to all Data Center members in July.

The new Guide has an all-new format, expanded size, and more detailed explanations of membership benefits. Designed by the Manager of Communications, Ida Simmons, this improved edition stems from results of focus group research conducted last year.

Members will want to keep the Guide handy as a checklist of publications and membership benefits, to order other reports offered by the Data Center, and to keep as a reference when considering custom research.

According to the Guide, several publications will be sent to members in the next three months: Traveltab 1988, the 1987 Survey of Business Travelers, the Impact of Travel on State Economies 1986, and the National Travel Survey report on summer travel in 1987. ##

Lodging Drives Travel Price Increase in March

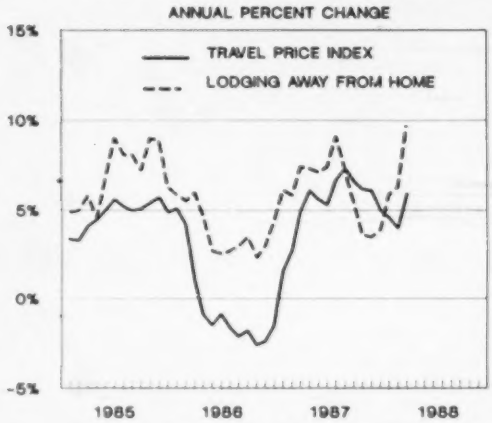
The rising cost of lodging led to a 1.8 percent increase in the overall cost of travel in March, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), rose 0.4 percent in March.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, moved up to 118.8 (1982-84=100) in March.

Lodging prices jumped 5.4 percent from February, the third consecutive monthly increase in this component and its largest monthly increase since the inception the Travel Price Index. However, motor fuel prices, falling for the fourth consecutive month, declined 1.0 percent in March.

1988 LODGING PRICES RISE ABOVE OVERALL TRAVEL COSTS



NOTE: TPI AND CPI REVISED JANUARY, 1987; DATA NOT STRICTLY COMPARABLE WITH EARLIER YEARS

The March TPI gained 4.9 percent when compared to the same month one year ago. ##

Monthly and Annual Rates of Change in the Travel Price Index and Components
March 1988

TPI Component	Monthly Percent Change February 1988 to March 1988	Annual Percent Change March 1987 to March 1988
Transportation	-0.3	0.4
Airline Fares	0.7	-0.9
Other Intercity Trans.	0.2	2.9
Intracity Public Trans.	0.0	2.0
Motor Fuel	-1.0	1.2
Lodging	5.4	9.7
Food and Beverages Away From Home	0.4	3.8
Entertainment	0.9	8.0
TRAVEL PRICE INDEX	1.8	4.9
CONSUMER PRICE INDEX	0.4	3.9

Source: US Travel Data Center and the U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simons, Editor. Julie Bowers, Assistant Editor.

Travel Printout reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $70 per year, U.S., Canada and Mexico; other foriegn countries, $80 per year, payable in U.S. funds only. ISSN: 0744-6233.

February Travel Jumps 10 Percent

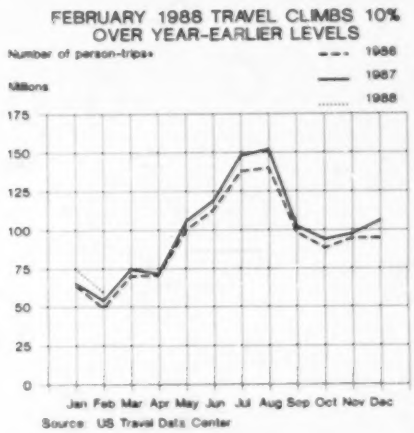
Travel during February rose 10 percent over last year's February travel figures, according to the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers in February 1988 took 59 million person-trips. (A person-trip is measured each time anyone travels 100 miles or more away from home.)

Vacation travel and travel by auto/truck/RV both posted significant increases, and pleasure travel rose 15 percent. Weekend travel jumped 17 percent over last year.

Travel by air, for business or convention purposes, and involving use of a hotel or motel all dropped, however, below February 1987 levels.

The average trip duration fell slightly from last year's 4.4 nights to 4.1 nights, while the average round trip distance dipped from 980 miles in 1987 to 920 miles in 1988. ##



Announcing new additions to the Data Center staff: Sarah Garrison, economic analyst; Margaret Amein, research analyst; and Julie Bowers, replacing Pat Molella as editorial assistant. ##

Visitor Volume at National Parks

Region	FEB 1988 visits	Change from FEB 1988* (percent)	Percent change 1988/1987* Year-to-Date
NEW ENGLAND	274,352	2	8
MIDDLE ATLANTIC	925,459	-6	1
SOUTH ATLANTIC	3,216,901	18	14
EAST SOUTH CENTRAL	1,195,856	2	-2
EAST NORTH CENTRAL	254,202	21	20
WEST NORTH CENTRAL	177,893	3	-
WEST SOUTH CENTRAL	447,390	-5	-8
MOUNTAIN	1,539,224	11	2
PACIFIC	3,008,031	13	2
TOTAL	11,039,308	9	5

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the Census regions: **NEW ENGLAND:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC:** New Jersey, New York, Pennsylvania. **SOUTH EAST:** Alabama, Delaware, District of Columbia, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. **EAST NORTH CENTRAL:** Indiana, Illinois, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL:** Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL:** Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC:** California, Oregon, Washington; As destinations only: Alaska and Hawaii.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Feb	$ 4,493 million	19.7	6.7	7.0
Eating and drinking places(2)	Feb	$12,636 million	0.7	2.4	3.0
Gasoline service stations(2)	Feb	$ 8,715 million	-0.4	6.6	8.9
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Feb	60.9 percent	0.0	-1.3	-0.7
Real demand for commercial lodging(4)	Feb	54.5 million	15.6	2.6	3.0
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Feb	23.6 billion	1.1	2.1	2.2
International revenue passenger-miles	Feb	5.2 billion	-16.4	25.9	25.1
Highway traffic volume(6)					
Rural arterial vehicle-miles	Feb	31.8 billion	-3.5	3.9	4.8
Rail passenger traffic(7)					
Amtrak passenger-miles	Feb	375.5 million	-9.7	24.8	20.1
Travel Price Index(8)	Feb	116.7	0.08	4.0	4.3
U.S. resident travel					
Total person-trips (9)	Jan	75.2 million	-29.2	14.8	14.8
Vacation person-trips (9)	Jan	44.0 million	-40.5	19.2	19.2
Total person-nights (10)	Jan	324.3 million	-31.6	14.6	14.6
Vacation person-nights (10)	Jan	215.1 million	-41.2	7.9	7.9
Public use of national parks(11)					
Visits	Feb	11,039,308	13.2	9.0	5.0
Overnight stays	Feb	489,508	29.0	10.0	2.0
Foreign arrivals in U.S.					
From overseas (12)	Jan	780,952	-8.9	27.1	27.1
From Canada (13)	Feb	733,578	-6.5	10.2	8.8
From Mexico (12)	Jan	50,978	-35.1	7.4	7.4
U.S. citizen departures					
To overseas (12)	Jan	943,326	-24.2	3.5	3.5
To Canada (13)	Feb	503,292	20.4	8.1	7.7
Domestic demand for motor gasoline(14)					
Barrels per day	Feb	7,004 thousand	4.9	4.1	3.7

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary; revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) US Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting week. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 19% arrivals only. (13) Statistics Canada. (14) Preliminary; Source: U.S. Department of Energy.

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Research News for the U.S. Travel Industry

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Research News for the U.S. Travel Industry

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TRAVEL PRINTOUT

US Travel Data Center

June 1988 Volume 17, Number 6

Travelers Spend $289 Billion on U.S. Trips in 1987

U.S. residents and foreign visitors spent $289 billion on travel in America and its territories during 1987. Americans alone spent $274 billion in travel, a 8 percent jump over the previous year.

These preliminary estimates and other measures of travel's economic significance are contained in TravelTab 1988, a quick reference guide to current travel trends released by the US Travel Data Center.

According to the reference, in 1987 the travel industry as a whole employed 5.34 million people, generated a payroll of $64.3 billion, a 9.4 percent increase from 1986. Travel-related employment rose half as much, 4.1 percent indicating higher salaries within the industry.

U.S. residents took nearly 1.2 billion person-trips and stayed 5.5 billion person-nights away from home in 1987. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Business and convention travel showed the largest growth, a 10 percent increase over 1986.

Forty million Americans spent over $20 billion on travel in foreign countries, while visitors from other countries spent $15.4 billion here in 1987.

TravelTab 1988 collects the most important summary statistics on travel by U.S. residents, travel's impact on the economy, trends in travel prices, inbound and outbound foreign travel and more. It is available for $8.00 from the US Travel Data Center, 1133 21st Street, NW, Washington, D.C. 20036.

The pocket sized brochure is ideal for give-aways at industry meetings, and special bulk rates are available for orders of 100 copies or more. Contact Ida Simmons, Communications Manager, at 202/293-1040.##

1989 Travel Outlook Forum Looks Beyond Uncertainty

Approaching the end of the 1980's, the travel industry has more questions than answers: Will the recent surge in marketing expenditures increase competition? Will changes in the population offer opportunities for new business?

Looking beyond uncertainty, the US Travel Data Center's fourteenth annual Travel Outlook Forum, co-sponsored by the Travel and Tourism Research Association, will forecast the industry's prospects for growth in 1989.

The 1989 Travel Outlook Forum, in conjunction with the 1988 Travel Industry National Conference, will be held on October 3-6 at the Radisson in Denver.

Experts on the economy and consumer spending will sketch the environment in which the travel industry will operate in 1989.

One of the keynote speakers, Dr. Steven R. Malin, senior economist for The Conference Board in New York City, will give

(continued on page 4)

Travel Costs Increase Slightly in April

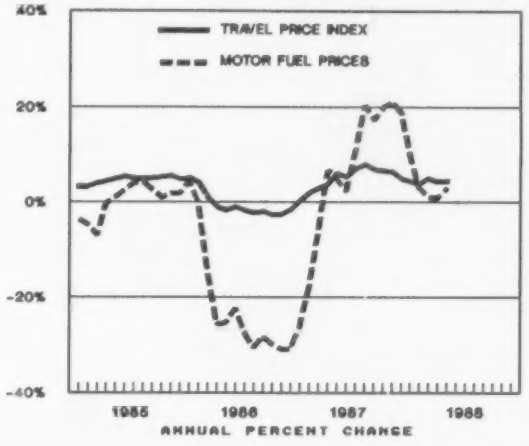
Declines in lodging and entertainment prices held travel costs to a modest increase in April 1988, as the US Travel Data Center's Travel Price Index (TPI) rose 0.4 percent from March.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), increased 0.5 percent in April.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 119.2 (1982-84=100) in April.

Motor fuel prices, increasing for the first time since August 1987, rose 2.5 percent in April. Meanwhile, lodging prices fell more than 0.5 percent, the first decrease this year.

Over the past twelve months, the TPI has risen 4.4 percent while the CPI has gained 3.9 percent. Despite this month's decline, lodging prices lead all other components with a 7.2 percent rise since April 1987. The cost of entertainment has shown the second largest increase, 6.5 percent. ##



Monthly and Annual Rates of Change in the Travel Price Index and Components
April 1988

TPI Component	Monthly Percent Change March 1988 to April 1988	Annual Percent Change April 1987 to April 1988
Transportation	1.9	1.0
Airline Fares	1.3	0.8
Other Intercity Trans.	0.1	3.0
Intracity Public Trans.	0.1	1.6
Motor Fuel	2.5	1.1
Lodging	-0.5	7.2
Food and Beverages Away From Home	0.4	4.1
Entertainment	-0.2	6.5
TRAVEL PRICE INDEX	0.4	4.4
CONSUMER PRICE INDEX	0.5	3.9

Source: US Travel Data Center and the U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. Julie Bowers, Assistant Editor.

Travel Printout reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $70 per year, U.S., Canada and Mexico; other foriegn countries, $80 per year, payable in U.S. funds only. ISSN: 0744-6233.

Focus Groups Help Determine Florida's Advertising Strategy

By Barry Pitegoff

Barry Pitegoff, administrator of the Office of Marketing Research of the Florida Division of Tourism, is responsible for coordinating the division's marketing research programs on tourism and travel trends.

"The Rules Are Different Here," a theme developed for Florida's 1987 domestic advertising campaign, was the direct result of eight focus group sessions, conducted by the Florida Division of Tourism market research program. The groups, comprised of repeat visitors, all used paid lodging on their trips to the sunshine state. The goal was to assess the position of Florida as a vacation possibility in visitors' plans.

Organized by The Response Analysis Corporation of New Jersey, the groups were conducted in each of four major origin markets for Florida. Participants spoke most often of how their stay in Florida presented a contrast to their everyday routine. They liked the idea that they could wake up when they pleased and then stay out all night if they wished. In Florida, and for those two weeks of vacation, "the rules were different."

Insights from these advertising "positioning" focus groups led to the development of three television commercials with "spokepersons" telling potential vacationers that the rules were different in Florida. The spokespersons were a beach lifeguard, a hotel bellhop, and a child in a boat. These commercials aired primarily in the major United States origin markets of Florida vacation travel.

However, Canadian visitation to Florida plays an increasingly important role in the state's tourism market, so Canadian markets were considered for an extension of the advertising program. In 1986, 1.5 million Canadians visited the sunshine state. This placed Florida as the number two state for Canadian travelers to the United States on the basis of total Canadian visitors. In addition, Florida's share of the total annual Canadians' travel spending in the United States for 1986 was 27.9 percent or $698 million (U.S. dollars). The volume of Canadian visitors is now large enough to be considered a "top ten market."

Therefore, the Florida Department of Commerce's Division of Tourism needed to learn how to extend the carefully developed domestic advertising campaign into Canada and what general principles could be developed about extending future campaigns into Florida.

The key assumptions were that Canadian media usage are similar to that of the United States, and that the environs in which television commercials are shown in each country are similar enough that extending the American commercial campaign into Canada would be relatively easy.

Ten "modified" focus group

sessions were held to investigate this by including a quantitative component. Respondents were each given hand-held, calculator-sized microcomputers, and shown a reel of commercials which included the Florida test commercials. They were asked to give their moment to moment reaction to each commercial by pressing a button on the computer, which represented their feelings, at any given moment during the commercial when something (e.g. action, music, character) made them feel more positive, negative, or neutral.

The findings of these group sessions showed that Canadians' reactions were very similar to Americans' reactions to this advertising campaign. Recall scores were high, and the tendency to agree with a battery of attitude questions about Florida, after seeing the commercials, was also above average.

The discussions also reinforced three other major points for the development of effective extensions of domestic campaigns into Canada.

(1) It is necessary to pay close attention to the nuances of the French Canadian language and culture. Translations should be cross checked for local appropriateness. (2) The stereotype symbolism of the destination is very important, whether or not the consumer will use it. In Florida, examples may include palm trees, sunny beaches, and major attractions. (3) The "visitors" shown in the commercial do not have to cover all segments desired. It was not necessary, for example, to show families in the commercials to retain the high positioning of Florida as a family destination.

Although the campaign used in this project is about to be replaced with new Florida advertising, this study provided the insights necessary to effectively extend a new campaign into Canada. Focus groups and consumer reaction in simulated viewing situations proved to be valuable tools along the way. ##

Forum (continued from page 1)

the forum a grass roots flavor by discussing the economic outlook for each region of the U.S., as well as presenting the economic outlook for the entire country.

Malin has served as director of The Conference Board's Regional Economies and Markets (REM) Program since its inception in 1986. Under Malin's direction, the REM Program produces a quarterly report and various articles on business, demographic and industrial issues confronting regions.

Prior to joining The Conference Board, Malin was the senior analyst for corporate planning for CBS, Inc. He is a member of the adjunct faculty of the City University of New York and the author of numerous articles on regional economics and business conditions.

Malin is a graduate of Queens College and earned a Ph.D. from the City University of New York.

The 1989 Travel Outlook Forum registration for TIA/USTDC/TTRA members is $195 each, non-members pay $220. For the entire 3-day conference fees are $395 for members, $425 for others. For additional information on the conference and forum contact the Data Center at 202/293-1040 or write to Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. ##

Winter Travel Rose 7 Percent in 87-88 Season

Travel by U.S. residents during the winter of 1987-88 climbed 7 percent, according to the US Travel Data Center's National Travel Survey.

The monthly telephone survey revealed that travelers in December, January, and February took 240.6 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The largest gains appeared in vacation travel, up 11 percent to 154.2 million, and in trips taken by auto/truck/RV which rose 12 percent to 184.5 million.

Pleasure and weekend travel also increased during the winter, up 6 percent and 7 percent respectively. Business travel posted a slight drop.

While travel by air remained virtually unchanged, use of hotels and motels fell by 4 percent.

During the 1987-88 winter months, the average trip covered 4.1 nights, down slightly from 4.4 nights a year ago.

Average round-trip distance fell from 1,110 miles in 1986-87 winter months to 920 miles last winter.

In March 1988 travel jumped 6 percent over last year. Americans took 79.2 million person-trips, said the National Travel Survey.

Vacation travel rose 15 percent and pleasure travel rose 4 percent; however, weekend travel dropped slightly.

Business/convention travel posted a 10 percent gain over year-earlier levels. Travel by auto/truck/RV also rose 10 percent, while air travel showed a mild decline.

Average round-trip distance dropped slightly from 1,000 miles last March to 980 this year. The average trip duration fell to 4.6 nights from 5.1 nights during March of 1987 according the National Travel Survey. ##

Visitor Volume at National Parks

Region	MARCH 1988 visits	Change from MARCH 1987* (percent)	Percent change 1988/1987* Year-to-Date
NEW ENGLAND	434,009	3	6
MIDDLE ATLANTIC	1,536,840	-6	-3
SOUTH ATLANTIC	5,853,994	0	7
EAST SOUTH CENTRAL	1,581,698	13	3
EAST NORTH CENTRAL	234,622	8	16
WEST NORTH CENTRAL	423,415	47	21
WEST SOUTH CENTRAL	781,134	6	-2
MOUNTAIN	2,167,048	26	12
PACIFIC	3,419,082	16	7
TOTAL	16,431,842	8	6

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the Census regions: **NEW ENGLAND:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC:** New Jersey, New York, Pennsylvania. **SOUTH EAST:** Alabama, Delaware, District of Columbia, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. **EAST NORTH CENTRAL:** Indiana, Illinois, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL:** Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL:** Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC:** California, Oregon, Washington; As destinations only: Alaska and Hawaii.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Mar	$ 4,830 million	7.5	8.5	7.5
Eating and drinking places(2)	Mar	$12,682 million	0.4	5.1	3.7
Gasoline service stations(2)	Mar	$ 9,040 million	3.7	7.7	8.5
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Mar	62.6 percent	2.8	-0.2	-0.5
Real demand for commercial lodging(4)	Mar	60.4 million	10.8	3.8	3.3
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Mar	28.7 billion	21.2	-0.8	1.0
International revenue passenger-miles	Mar	6.6 billion	26.8	24.6	24.9
Highway traffic volume(6)					
Rural arterial vehicle-miles	Mar	40.1 billion	25.9	6.8	5.6
Rail passenger traffic(7)					
Amtrak passenger-miles	Mar	453.9 million	20.8	23.6	21.3
Travel Price Index(8)	Mar	118.8	1.8	4.9	4.5
U.S. resident travel					
Total person-trips (9)	Feb	59.2 million	-21.3	9.6	12.5
Vacation person-trips (9)	Feb	36.3 million	-17.5	26.9	22.6
Total person-nights (10)	Feb	199.0 million	-38.6	-6.9	5.3
Vacation person-nights (10)	Feb	122.0 million	-43.3	-8.3	1.4
Public use of national parks(11)					
Visits	Mar	16,431,842	48.8	8.0	6.0
Overnight stays	Mar	741,061	51.4	20.0	9.0
Foreign arrivals in U.S.					
From overseas (12)	Feb	757,906	-3.0	24.3	25.7
From Canada (13)	Mar	1,109,282	51.2	-0.8	4.5
From Mexico (12)	Feb	52,956	3.9	15.1	11.1
U.S. citizen departures					
To overseas (12)	Feb	876,888	-7.0	8.4	5.8
To Canada (13)	Mar	518,335	3.0	2.1	5.6
Domestic demand for motor gasoline(14)					
Barrels per day	Mar	7,196 thousand	2.7	4.0	3.8

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary; revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) US Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 1% arrivals only. (13) Statistics Canada (14) Preliminary; Source: U.S. Department of Energy.

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June 1988
TRAVEL PRINTOUT
Research News for the U.S. Travel Industry

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CORRECTION

Correction: The Travel Price Index chart for January, which was included in the April Travel Printout, was printed incorrectly. The corrected version is listed below:

Monthly and Annual Rates of Change in the Travel Price Index and Components
January 1988

TPI Component	Monthly Percent Change December 1987 to January 1988	Annual Percent Change January 1987 to January 1988
Transportation	-1.8	5.7
Airline Fares	-0.6	0.7
Other Intercity Trans.	0.3	1.8
Intracity Public Trans.	0.3	2.4
Motor Fuel	-2.8	9.5
Lodging	4.8	6.0
Food and Beverages Away From Home	0.4	3.6
Entertainment	0.8	7.3
TRAVEL PRICE INDEX	1.2	4.7
CONSUMER PRICE INDEX	0.3	4.0

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

Research News for the U.S. Travel Industry

TRAVEL PRINTOUT

US Travel Data Center

July 1988 Volume 17, Number 7

Travel Outlook Forum Predicts Consumers' Propensity to Purchase Travel in 1989

Dr. Richard T. Curtin, foremost authority in behavioral economics research from the Survey Research Center at the University of Michigan, will be one of the keynote speakers addressing the US Travel Data Center's 1989 Travel Outlook Forum on October 4, 1988, in Denver.

The immediate future holds forth many unknowns for the travel industry: Who will be the next president of the United States? Will the economy be racked by higher inflation? Will the drought of 1988 cause permanent damage to the agricultural community?

Looking beyond uncertainty, the fourteenth annual Travel Outlook Forum, sponsored by the US Travel Data Center, and co-sponsored by the Travel and Tourism Research Association (TTRA), will be held in conjunction with the Travel Industry Association's 1988 Travel Industry National Conference.

Curtin and other experts on the economy and the travel industry will premier their forecasts for the environment in which the travel industry will operate in 1989 and offer the earliest marketing strategies for the coming year.

Curtin, who received rave reviews during the 1986 Travel Outlook Forum, returns by popular acclaim. This year he will discuss consumers' propensity to purchase travel in 1989.

Many of Curtin's published articles report his research in behavioral economics including consumer saving and spending behavior, perceptions of economic well-being and reactions to the changing economic environment. His reports on current trends in consumer attitudes and expectations appear quarterly in several prestigious publications.
(continued on page 3)

Travel Advertising Again Exceeds $1Billion

Travel advertising spending in the U.S. exceeded $1 billion for the second consecutive year in 1987, according to Ogilvy & Mather's 1988 edition of Trends in Travel and Tourism Advertising Expenditures.

1987 also showed the first $100 million individual advertiser in the travel field, American Airlines. Foreign flag airline advertising increased by 1 percent, well behind U.S. flag carriers' advertising expenses. Both foreign and domestic destinations were close to their 1986 expenditures. However, cruise lines increased their advertising spending 6 percent.

This advertising trends report covers 1983-87 and details total advertising spending for various travel categories, media segments and leading advertisers in each.

Reports are available at $65 per copy; checks should be made out to Ogilvy & Mather Inc., Attention: Edward Berrol, 380 Madison Ave., NY, NY 10017. ##

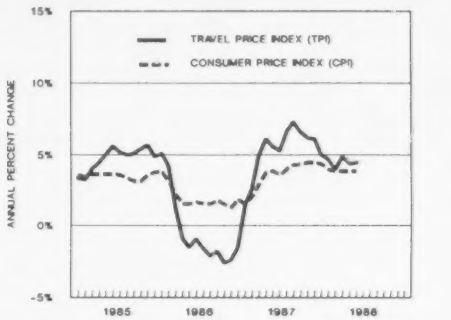
May Travel Prices Remain Stable Despite Rising Fuel Costs

According to the US Travel Data Center's Travel Price Index (TPI), the cost of travel in May 1988 showed a modest increase of 0.3 percent, softened by declines in airline, lodging, and entertainment expenses.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), also increased 0.3 percent.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 119.5 (1982-84=100) in May.

Lodging prices and entertainment expenses continued to decline for the second consecutive month, dropping 0.3 percent and 0.5 percent respectively. Although airline fares decreased 0.4 percent, motor fuel costs rose 2.5 percent and other intercity transportation increased 1.9 percent. The cost of food and beverage away from home remained fairly stable with a 0.2 percent gain from April.



NOTE: TPI AND CPI REVISED JANUARY 1987. DATA NOT STRICTLY COMPARABLE WITH EARLIER YEARS.
SOURCE: US TRAVEL DATA CENTER BASED ON U.S. BUREAU OF LABOR STATISTICS DATA

Since May 1987, the TPI has risen 4.5 percent while the CPI has gained 3.9 percent. Lodging and entertainment prices, with increases of 6.8 and 6.0 percent respectively, have led the rise in travel costs in the past year. ##

Monthly and Annual Rates of Change in the Travel Price Index and Components
May 1988

TPI Component	Monthly Percent Change April 1988 to May 1988	Annual Percent Change May 1987 to May 1988
Transportation	1.3	2.1
Airline Fares	-0.4	0.9
Other Intercity Trans.	1.9	4.7
Intracity Public Trans.	0.3	1.9
Motor Fuel	2.5	2.9
Lodging	-0.3	6.8
Food and Beverages Away From Home	0.2	4.0
Entertainment	-0.5	6.0
TRAVEL PRICE INDEX	0.3	4.5
CONSUMER PRICE INDEX	0.3	3.9

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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Weekend Trips Lead Rise in April Travel

Travel during April 1988 increased 5 percent over year-earlier levels, according to the latest National Travel Survey by the US Travel Data Center.

The monthly telephone survey reported that travelers took 75.2 million person-trips in April 1988. (A person-trip is measured each time anyone travels 100 miles or more away from home.)

Business/convention travel rose five percent, and pleasure travel climbed four percent.

Vacation travel showed a slight increase over 1987 levels; however, weekend travel showed the greatest increase, nearly nine percent over the previous year.

Auto/truck/RV travel was up three percent in April, while air travel dropped slightly. Use of hotels and motels remained virtually unchanged.

The average trip duration during April dipped to 3.5 nights, down from 3.9 nights in 1987. Average distance fell to 940 miles, a drop from 1000 miles last April. ##

Forum (continued from page 1)

The US Travel Data Center's 1989 Travel Outlook Forum and the Travel Industry National Conference will be held October 3-6 at the Denver Radisson Hotel. Registration for the forum for TIA/Data Center/TTRA members is $195, non-members $220. The entire 3-day conference and forum is $395 for members and $425 for others.

For more information or to register for the forum and conference, contact Ida Simmons, Manager of Communications, US Travel Data Center, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036 or call 202/293-1040. ##

Visitor Volume at National Parks

Region	APRIL 1988 visits	Change from APRIL 1987* (percent)	Percent change 1988/1987* Year-to-Date
NEW ENGLAND	868,191	1	3
MIDDLE ATLANTIC	2,156,653	-5	-4
SOUTH ATLANTIC	7,700,606	-4	1
EAST SOUTH CENTRAL	2,058,324	27	11
EAST NORTH CENTRAL	346,124	1	11
WEST NORTH CENTRAL	452,189	7	5
WEST SOUTH CENTRAL	953,121	2	0
MOUNTAIN	2,498,454	-2	7
PACIFIC	4,040,112	-	4
TOTAL	21,073,774	0	3

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the Census regions: **NEW ENGLAND:** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC:** New Jersey, New York, Pennsylvania. **SOUTH EAST:** Alabama, Delaware, District of Columbia, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. **EAST NORTH CENTRAL:** Indiana, Illinois, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL:** Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL:** Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC:** California, Oregon, Washington; As destinations only: Alaska and Hawaii.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Apr	$ 4,655 million	-3.8	9.2	7.9
Eating and drinking places(2)	Apr	$12,610 million	-0.4	3.8	3.7
Gasoline service stations(2)	Apr	$ 8,931 million	-0.7	4.1	7.2
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Apr	62.5 percent	-0.1	1.5	0.2
Real demand for commercial lodging(4)	Apr	59.3 million	-1.8	5.2	3.9
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Apr	26.4 billion	-7.9	-4.9	-0.6
International revenue passenger-miles	Apr	6.8 billion	2.2	20.3	23.6
Highway traffic volume(6)					
Rural arterial vehicle-miles	Apr	39.8 billion	-0.2	5.1	5.3
Rail passenger traffic(7)					
Amtrak passenger-miles	Apr	466.9 million	2.9	18.3	20.5
Travel Price Index(8)	Apr	119.2	0.3	4.4	4.5
U.S. resident travel					
Total person-trips (9)	Mar	79.2 million	33.8	6.0	10.0
Vacation person-trips (9)	Mar	46.4 million	27.8	15.1	19.8
Total person-nights (10)	Mar	306.0 million	53.8	-15.4	-3.4
Vacation person-nights (10)	Mar	220.1 million	80.4	-18.1	-7.3
Public use of national parks(11)					
Visits	Apr	21,073,774	28.2	0.0	3.0
Overnight stays	Apr	934,129	26.1	4.0	8.0
Foreign arrivals in U.S.					
From overseas (12)	Mar	942,687	24.4	35.8	29.4
From Canada (13)	Apr	1,147,068	3.4	9.2	5.9
From Mexico (12)	Mar	86,332	63.0	60.7	29.2
U.S. citizen departures					
To overseas (12)	Mar	1,072,991	22.4	5.3	5.6
To Canada (13)	Apr	666,037	28.5	0.6	4.0
Domestic demand for motor gasoline(14)					
Barrels per day	Apr	7,050 thousand	-3.0	-3.6	2.1

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary; revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) US Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 1% arrivals only. (13) Statistics Canada. (14) Preliminary; Source: U.S. Department of Energy.

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Research News for the U.S. Travel Industry

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TRAVEL PRINTOUT

US Travel
Data Center

August 1988 Volume 17, Number 8

1986 Travel Spending Brought Billions of Dollars to States

U.S. residents and foreign visitors spent $267 billion traveling in America during 1986, nearly 5 percent over the previous year. In all, 43 states and the District of Columbia received more than $1 billion each from U.S. travelers.

The increase in spending and other economic measures of travel are contained in the 1986 Impact of Travel on State Economies, prepared by the US Travel Data Center.

According to the report, California received the most travel expenditures during 1986, $34 billion. Florida was second with over $20 billion, followed by New York, collecting nearly $17 billion in travel dollars. The nation's smallest state, Rhode Island, ranked last, receiving $494 million in travel expenditure receipts.

Meal purchases accounted for 26 percent of travelers' spending or $66 billion, while public transportation expenditures comprised 24 percent or $61 billion of total travel dollars. Travelers' expenditures for entertainment and recreation showed the largest increase over 1985, up 9 percent to $26 billion. Spending on auto transportation fell almost 9 percent because gasoline prices dropped substantially during the year.

Travel spending directly supported 5.1 million jobs, paying $59 billion in wages and salaries. In addition, travel spending generated more jobs than all other private industries in 13 states and ranked among the top three employers in 39 states.

Travel expenditures also generated $31 billion in tax revenue for federal, state and local governments.

The 60-page report uses estimates derived from the Data Center's Travel Economic Impact Model to outline travel spending in each state, the employment, payroll income, and tax revenue generated by this spending, and the impact of travel spending on six industry segments.

The 1986 Impact of Travel on State Economies will be available in late August for $65 from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036; 202/293-1040. ##

Forum Presents The Rouse Company's Research on Shoppers

James Yeiser, assistant director of research for The Rouse Company, pioneers of popular marketplace centers such as Faneuil Hall in Boston and Baltimore's Harborplace, will discuss one of this year's hottest topics, leisure shopping patterns among travelers, at the US Travel Data Center's 1989 Travel Outlook Forum on October 4, 1988, in Denver.

While the immediate future holds many questions for the travel industry, Yeiser and other experts will look beyond uncertainty at the fourteenth annual Travel Outlook Forum, sponsored by the US Travel Data

(continued on page 4)

Travel Prices Remain Constant in June

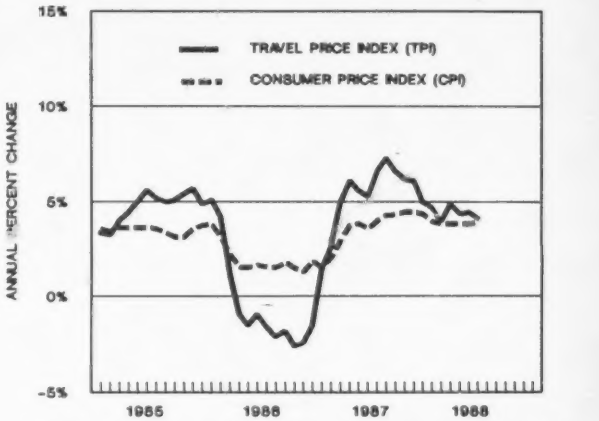
The US Travel Data Center's Travel Price Index (TPI) showed that stable motor fuel prices held the increase in travel costs to 0.6 percent in June 1988.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), increased 0.4 percent in June.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 120.2 (1982-84=100) in June.

Although motor fuel prices showed no change when compared to the previous month, the cost of intercity transportation, rail and bus, rose 2.6 percent. Lodging prices, after declining for the past two months, increased 1.1 percent. All other TPI components had moderate gains of 0.5 percent or less.

Over the past twelve months, the TPI has risen 4.2 percent while the CPI has gained 4.0 percent. Intercity transportation prices have led all other components with a 6.7 percent rise since June 1987. However, the cost of motor fuel prices have shown the smallest increase, 0.7 percent, since June of last year. ##



NOTE: TPI AND CPI REVISED JANUARY, 1987; DATA NOT STRICTLY COMPARABLE WITH EARLIER YEARS.

SOURCE: US TRAVEL DATA CENTER BASED ON U.S. BUREAU OF LABOR STATISTICS DATA.

Monthly and Annual Rates of Change in the Travel Price Index and Components
June 1988

TPI Component	Monthly Percent Change May 1988 to June 1988	Annual Percent Change June 1987 to June 1988
Transportation	0.2	1.4
Airline Fares	0.5	2.1
Other Intercity Trans.	2.6	6.7
Intracity Public Trans.	0.1	1.7
Motor Fuel	0.0	0.7
Lodging	1.1	6.2
Food and Beverages Away From Home	0.4	4.1
Entertainment	0.4	6.2
TRAVEL PRICE INDEX	0.6	4.2
CONSUMER PRICE INDEX	0.4	4.0

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. Julie Bowers, Assistant Editor.

Travel Printout reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $70 per year, U.S., Canada and Mexico; other foreign countries, $80 per year, payable in U.S. funds only. ISSN: 0744-6233.

Federal Surveys Provide Data on the Traveler

Federal government surveys provide important information to the tourism industry.

The federal surveys, listed below, give information on consumer expenditures, international air travelers, auto travel and aviation.

*** Consumer Expenditure Program** This annual survey, started in 1980 by the Department of Labor's Bureau of Labor Statistics, provides income and expenditure data by demographic traits.

The program's two components consist of a quarterly interview and a diary. The interview collects data on trip expenditures. The diary, kept by respondents for two consecutive one-week periods, provides data of frequently purchased items.

About 13,000 diaries and 27,000 quarterly interviews are included in the yearly survey.

A condensed report containing 1986 data is now available at no cost. Diskettes and more detailed public-use tapes are available; price depends on tape density.

For further information contact Stephanie Shipp at 202/366-0660.

*** In-Flight Survey of International Air Travelers.** Started in 1982 by the U.S. Travel and Tourism Administration (USTTA), this quarterly report provides survey data on travel characteristics and spending patterns of international air travelers to and from the United States.

Flight personnel on 35 airlines distribute a self-administered questionnaire to all passengers 18 years or older whose international trips originate in the U.S. or include the U.S. in their itineraries.

Data collected includes travelers' purpose of trip, duration of stay, type of lodging, means of booking trip and domestic transportation.

1987 reports are available in hardcopy for $100 per publication and in special computer user tapes; costs range from $25 per quarter to $500 for country data tapes. Free summary sheets along with an informational brochure are also available.

Contact Ron Erdmann at 202/377-4028.

*** National Personal Transportation Survey.** Sponsored by the Department of Transportation and conducted by the Bureau of the Census, these home-interview surveys offer travel pattern profiles for auto travelers.

Approximately 6,500 households were interviewed in the latest survey (1983-84) collecting information on auto trips taken by residents over age 5.

Data includes age, sex, race and respondents' education level as well as income and household location.

Published in 1986, two reports on this survey, Summary of Travel Trends and Survey and Data Tabulations, are available free. Costs vary for public-use tapes.

Contact Ruth Asin at 202/366-5057 for further information.

* * *

The Department of Transportation and Special Programs Administration produce three aviation industry references:

*** Air Carrier Traffic Statistics**, produced monthly, includes data on passenger and cargo capacities and traffic transported by carrier entity and service class for more than 100 large certificated air carriers.

The cost of a 12-month subscription is $300.

*** Air Carrier Financial Statistics**, produced quarterly, contains income statement and

(continued on page 4)

Director's Notes

by Dr. Suzanne Cook

I am pleased to introduce this new, periodic column through which the Data Center staff and I plan to comment on the ever changing travel market. We begin the series with a list of basic facts we think you should know about today's U.S. travel industry.

1. Two-thirds of the U.S. adult population travels 100 miles or more away from home each year.

2. In 1987, Americans generated 1.2 billion person-trips (one person taking one trip) and $294 billion in spending here and abroad.

3. Most U.S. travel is still taken by automobile, truck or recreational vehicle (74 percent),compared to 85 percent in 1972.

4. Person-trips taken by air totaled 238 million in 1987. The airlines' share of the total travel market rose from 12 percent in 1972 to 20 percent in 1987.

5. Travel continues to be an important family activity. During 1987, 34 percent of person-trips were taken by families accompanied by children.

6. The 50 states and the District of Columbia spent $115.7 million in 1987-88 to promote travel.

7. In 1987, U.S. travel generated 5.3 million jobs, paying $64 billion in wages and salaries.

8. U.S. travel also generated $34.2 billion in federal, state and local taxes in 1987. ##

Surveys (continued from page 3)

balance sheet figures by carrier entity for the most recent quarter and 12-month period.

Subscription cost is $100.

* **Air Carrier Industry Scheduled Service Traffic Statistics**, issued quarterly, supplies information on passenger and cargo capacities and traffic carried in scheduled service for medium regional carriers and summary tables for all carrier groups.

Subscription cost is $100.

For information, contact Marcy Purcell at 617/494-2450. ##

Forum (continued from page 1)

Center, and co-sponsored by the Travel and Tourism Research Association (TTRA), to identify trends and patterns upon which to base 1989's market strategies.

Yeiser, responsible for consumer research and strategic planning activities at Rouse, created the "Sense of Place" research which explained the phenomenal popularity of Rouse's marketplace centers.

When travelers' expenditures emerged as a significant share of Faneuil Hall's revenue in a 1983 study, Yeiser stressed, "That's when we got into the travel business. It never occurred to us that so many visitors would be 1989 Travel Outlook Forum and the 1988 Travel Industry National Conference will be held October 3-6 at the Radisson Hotel Denver. Fees for the forum only for TIA/Data Center/TTRA members is $195, nonmembers $220. The 3-day conference and forum is $395 for members, $425 for nonmembers.

For more information contact Ida Simmons, communications manager for the Data Center, at 202/293-1040. ##

May Travel Registers Mild Decline

Travel in May declined 2 percent from year-earlier levels, according to the latest National Travel Survey conducted by the Data Center.

The monthly telephone survey reported that Americans took 104.1 million person-trips during May. (A person-trip is measured each time someone travels 100 miles or more away from home.)

Business/convention travel posted a substantial gain; however, vacation and pleasure travel dropped moderately, down 2 percent and 7 percent respectively. Weekend travel remained virtually unchanged.

Travel by auto/truck/RV showed a 3 percent increase, while air travel dropped 6 percent over May 1987 levels. Hotel/motel use rose 2 percent.

Average round-trip distance climbed to 970 miles from 910 miles a year ago.

Average duration shortened somewhat to 4.0 nights from 4.3 nights in May 1987. ##

Data Center Notes

o Data Center Members: Mark your calendar and plan to attend the US Travel Data Center's annual membership meeting on Wednesday, October 5, 4:00-5:00 p.m. at the Radisson Hotel Denver.

o The US Travel Data Center is pleased to announce two new additions to its family: Ryan Garavaglia, born June 30 to Jody Garavaglia, accountant, and James Mina, born July 24 to Nancy Mina, manager for economic studies.

o Vernon Azucenas joined the Data Center staff in August as assistant to the director. ##

Visitor Volume at National Parks

Region	MAY 1988 visits	Change from MAY 1987* (percent)	Percent change 1988/1987* Year-to-Date
NEW ENGLAND	1,270,799	-4	-2
MIDDLE ATLANTIC	3,351,565	-10	-6
SOUTH ATLANTIC	9,339,547	-4	-1
EAST SOUTH CENTRAL	2,105,430	10	11
EAST NORTH CENTRAL	642,622	17	13
WEST NORTH CENTRAL	887,579	3	4
WEST SOUTH CENTRAL	1,159,258	-6	-1
MOUNTAIN	3,829,800	-2	4
PACIFIC	4,900,236	-16	-3
TOTAL	27,486,836	-5	0

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the Census regions:
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **Middle Atlantic:** New Jersey, New York, Pennsylvania. **South Atlantic:** Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **East South Central:** Alabama, Kentucky, Mississippi, Tennessee. **East North Central:** Illinois, Indiana, Michigan, Ohio, Wisconsin. **West North Central:** Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **West South Central:** Arkansas, Louisiana, Oklahoma, Texas. **Mountain:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **Pacific:** Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	May	$ 4,629 million	-0.6	8.8	8.1
Eating and drinking places(2)	May	$12,671 million	0.1	3.8	3.8
Gasoline service stations(2)	May	$ 8,944 million	0.7	4.5	6.6
Commercial lodging demand					
Hotel/motel occupancy rate(3)	May	62.2 percent	-0.5	0.3	0.5
Real demand for commercial lodging(4)	May	58.9 million	-0.6	4.4	4.3
Airline passenger traffic(5)					
Domestic revenue passenger-miles	May	26.7 billion	1.0	-3.2	-1.1
International revenue passenger-miles	May	7.5 billion	11.1	15.8	21.7
Highway traffic volume(6)					
Rural arterial vehicle-miles	Apr*	39.8 billion	-0.2	5.1	5.3
Rail passenger traffic(7)					
Amtrak passenger-miles	May	479.7 million	2.7	9.2	17.8
Travel Price Index(8)	May	119.5	0.3	4.5	4.5
U.S. resident travel					
Total person-trips (9)	Apr	75.2 million	-5.1	5.0	8.7
Vacation person-trips (9)	Apr	43.3 million	-6.7	0.9	14.3
Total person-nights (10)	Apr	262.1 million	-14.3	-6.5	-4.2
Vacation person-nights (10)	Apr	181.3 million	-17.6	-11.9	-8.5
Public use of national parks(11)					
Visits	May	27,486,836	30.4	-5.0	0.0
Overnight stays	May	1,442,413	54.4	-11.0	0.0
Foreign arrivals in U.S.					
From overseas (12)	Apr	843,372	-10.5	6.0	22.5
From Canada (13)	May	1,077,763	-6.2	10.6	6.9
From Mexico (12)	Apr	64,170	-25.7	-27.3	8.0
U.S. citizen departures					
To overseas (12)	Apr	1,065,073	-0.7	1.0	4.3
To Canada (13)	May	1,07[illegible]42	61.7	-7.1	-0.1
Domestic demand for motor gasoline(14)					
Barrels per day	May	7,269 thousand	-1.6	-2.7	2.0

* May data not yet available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary; revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) US Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 19% arrivals only. (13) Statistics Canada (14) Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT

US Travel Data Center

September 1988 Volume 17, Number 9

Business Travelers Account for a Quarter of All U.S. Trips in 1987

Travel to conduct business explains one out of every four trips taken by Americans in 1987. Over 35 million business travelers logged 157.5 million business trips in 1987 -- a 13 percent increase over the previous year -- making it the fastest growing type of travel according to the US Travel Data Center's recent publication, 1987 Survey of Business Travelers.

Sponsored by Murdoch Magazines and conducted by the US Travel Data Center, the 1987 Survey of Business Travelers reports the most recent results of a telephone survey which has tracked the growth and trends in business travel since September 1985. The report sheds new light on this multi-billion dollar travel market segment.

The business share of total travel has grown consistently over the past five years, up from 19 percent in 1982, registering greater gains than pleasure travel in four of those years.

The survey reports that among the fastest growing segments of business travelers are women, adults aged 35-44, and employees in service industries. The largest group of business travelers, 41 percent, travel to attend meetings, conventions or trade shows on the most recent trip. About 26 percent travel to consult, offer professional advice, or to take care of personal business.

Murdoch's Research Director, William Niles, highlighted the increasing importance of the business travel segment: "Business travelers use travel services more often than pleasure travelers, and this use is less affected by changing economic conditions."

For example, he cited the outstanding growth in use of travel agents: "Of business travelers surveyed, 32 percent reported they used a travel agent for one or more trips in the previous year."

Among other findings, Niles pointed out that nearly half of all business travelers use their own cars on an average business trip, while 42 percent use airlines.

The 1987 Survey of Business Travelers will be sent to full members and is available to others for $85 prepaid from the US Travel Data Center, 1133 21st Street NW, Washington, D.C. 20036. ##

The Data Center is updating a few categories in the Current Travel Indicators. Please see page three for these adjustments.

Outlook Offers a Second Chance at 1989 Travel Forecasts

The complete proceedings from the fourteenth annual forum, released in the 1989 Outlook for Travel and Tourism, look beyond uncertainty to the future of the travel industry.

The 1989 Outlook offers forecasts by a host of experts on many topics, including a regional look at the nation's economy, business travel, air travel, leisure travel and more.

The 1989 Outlook will be sent to members of the Data Center and the Travel and Tourism Research Association. They will be available to others for $100, prepaid, from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. ##

Rising Lodging Prices Drive July Travel Costs

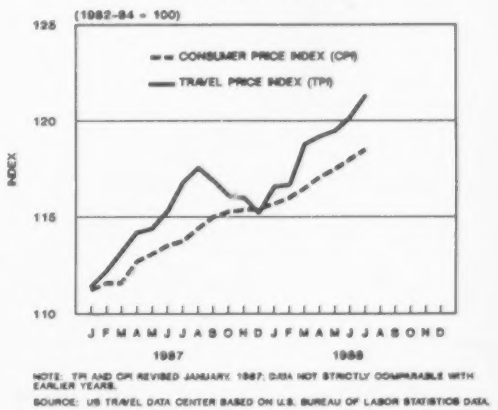
The US Travel Data Center's Travel Price Index (TPI) climbed 0.9 percent in July, driven by the rise in the cost of lodging while out of town.

For comparison, the overall cost of consumer goods and services, as measured by the Consumer Price Index (CPI), increased 0.4 percent in July.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 121.3 (1982-84=100) in July.

For the fifth time this year, increases in the cost of lodging have been instrumental in raising the overall cost of travel. In July, lodging prices showed the biggest jump yet this year in the monthly comparisons, up 1.8 percent. Although the cost of intracity public transportation (mass transit and taxi cabs) and motor fuel prices both showed increases of 1.2 percent and 1.1 percent respectively, the overall cost of transportation in July gained only 0.7 percent, mitigated largely by the slow rate of growth in airline fares and other intercity public transportation costs.

TPI VERSUS CPI



NOTE: TPI AND CPI REVISED JANUARY, 1987; DATA NOT STRICTLY COMPARABLE WITH EARLIER YEARS.
SOURCE: US TRAVEL DATA CENTER BASED ON U.S. BUREAU OF LABOR STATISTICS DATA.

Over the past twelve months, the TPI has risen 3.9 percent, while the CPI has gained 4.1 percent. ##

Monthly and Annual Rates of Change in the Travel Price Index and Components
July 1988

TPI Component	Monthly Percent Change June 1988 to July 1988	Annual Percent Change July 1987 to July 1988
Transportation	0.7	1.2
Airline Fares	0.2	2.4
Other Intercity Trans.	0.1	5.9
Intracity Public Trans.	1.2	2.9
Motor Fuel	1.1	0.1
Lodging	1.8	4.7
Food and Beverages Away From Home	0.5	4.3
Entertainment	0.9	5.8
TRAVEL PRICE INDEX	0.9	3.9
CONSUMER PRICE INDEX	0.4	4.1

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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June Travel Rises 4 Percent

June travel climbed nearly 4 percent according to the latest National Travel Survey conducted by the US Travel Data Center.

Americans took 123.7 million person-trips, a 3.9 percent increase over June 1987. (A person-trip is measured each time someone travels 100 miles or more away from home.)

Vacation travel showed the largest increase, rising 7.7 percent, pleasure travel climbed 3 percent, weekend travel rose 1.2 percent, while business travel fell 5 percent. Auto travel jumped 7 percent. Hotel/motel use also rose, up 5 percent in June. ##

Data Center Announcements

The Data Center's Board of Trustees has announced new annual membership dues for 1989. They are as follows: Academic, $500; Limited, $800; State, $1,900; and Full, $2,650. ##

A reminder to members who received a questionnaire along with the new 1987 Summer Travel Executive Briefing and Market Close-up, please be sure to fill it out and return it today! ##

CURRENT TRAVEL INDICATORS ADDITIONS
(see back page for footnotes)

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	May	$ 4,629 million	-0.6	8.8	8.1
Eating and drinking places(2)	May	$12,744 million	0.1	4.4	3.9
Gasoline service stations(2)	May	$ 8,979 million	1.1	4.9	6.6
Highway traffic volume(6)					
Rural arterial vehicle-miles	May	43.2 billion	8.4	5.5	5.4
U.S. resident travel					
Total person-trips (9)	May	104.1 million	38.4	-1.5	5.8
Vacation person-trips (9)	May	68.0 million	57.0	-2.2	9.1
Total person-nights (10)	May	416.8 million	59.0	-6.8	-4.9
Vacation person-nights (10)	May	300.4 million	65.7	-7.2	-8.1

Visitor Volume at National Parks

Region	JUNE 1988 visits	Change from JUNE 1987* (percent)	Percent change 1988/1987* Year-to-Date
NEW ENGLAND	1,767,490	5	1
MIDDLE ATLANTIC	3,841,101	-10	-9
SOUTH ATLANTIC	11,038,047	-1	1
EAST SOUTH CENTRAL	2,604,451	13	11
EAST NORTH CENTRAL	916,015	14	13
WEST NORTH CENTRAL	1,671,226	8	6
WEST SOUTH CENTRAL	1,367,334	8	2
MOUNTAIN	5,823,441	6	5
PACIFIC	5,854,199	8	-
TOTAL	34,883,304	3	1

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the Census regions:
New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **Middle Atlantic:** New Jersey, New York, Pennsylvania. **South Atlantic:** Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **East South Central:** Alabama, Kentucky, Mississippi, Tennessee. **East North Central:** Illinois, Indiana, Michigan, Ohio, Wisconsin. **West North Central:** Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **West South Central:** Arkansas, Louisiana, Oklahoma, Texas. **Mountain:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **Pacific:** Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Jun	$ 4,843 million	4.6	9.9	8.5
Eating and drinking places(2)	Jun	$12,841 million	0.8	4.6	4.0
Gasoline service stations(2)	Jun	$ 8,986 million	0.1	4.4	6.2
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jun	62.6 percent	0.6	1.5	0.7
Real demand for commercial lodging(4)	Jun	63.0 million	6.9	5.8	4.3
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jun	28.2 billion	5.7	1.8	-0.6
International revenue passenger-miles	Jun	9.0 billion	19.8	17.9	20.9
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jun	44.8 billion	3.6	4.7	5.2
Rail passenger traffic(7)					
Amtrak passenger-miles	Jun	525.7 million	9.6	-0.5	13.8
Travel Price Index(8)	Jun	120.2	0.6	4.2	4.5
U.S. resident travel					
Total person-trips (9)	Jun	123.7 million	18.8	3.9	5.3
Vacation person-trips (9)	Jun	89.5 million	31.6	7.7	8.7
Total person-nights (10)	Jun	591.8 million	42.0	-2.3	-4.2
Vacation person-nights (10)	Jun	466.1 million	55.2	-1.3	-6.1
Public use of national parks(11)					
Visits	Jun	34,883,304	26.9	3.0	1.0
Overnight stays	Jun	2,587,626	79.4	8.0	3.0
Foreign arrivals in U.S.					
From overseas (12)	May	1,033,348	22.5	22.5	22.5
From Canada (13)	Jun	989,238	-8.2	12.1	7.8
From Mexico (12)	May	67,537	5.2	11.2	8.7
U.S. citizen departures					
To overseas (12)	May	1,166,058	9.5	4.1	4.3
To Canada (13)	Jun	1,527,914	41.8	-0.2	-0.1
Domestic demand for motor gasoline(14)					
Barrels per day	Jun	7,838 thousand	7.8	4.1	2.4

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary; revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) US Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (13) Statistics Canada (14) Preliminary; Source: U.S. Department of Energy.

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